

10 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						KEY	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN						
									PERS	WOMEN	18-49	18-49 W/CH	18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-	FEM. 12-	TOT. 2-
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11			
EVENING																															
A DIFFERENT WORLD(R)						A	22.2	36	1967	1741	299	263	97	715	320	515	440	294	165	434	217	320	261	164	91	242	150	349	234		
THU 8.30P 30 NBC 3						B	24.3	40	2153	1780	319	267	101	767	319	522	457	325	203	444	210	314	263	183	106	232	129	338	227		
207 99 CS 26						C	25.0	39	2212	1808	354	295	100	833	331	532	462	343	251	476	203	316	277	204	128	205	113	294	190		
A YEAR IN THE LIFE						A	11.3	18	1001	1504	329	258	111	891	300	498	441	390	337	355	127	205	199	155	127	133	85	124	78		
WED 9.00P 60 NBC 3						B	11.5	19	1016	1522	326	265	109	871	298	507	462	387	312	388	138	229	219	179	134	124	75	140	83		
199 98 GD 22						C	12.1	19	1071	1551	328	267	97	859	298	502	459	379	304	430	159	259	241	194	142	128	77	133	80		
9.00 - 9.30						A	11.2	17	992	1533	333	265	103	900	289	494	433	399	349	365	121	208	206	169	133	134	82	133	85		
9.30 - 10.00						A	11.4	18	1010	1475	324	251	118	882	311	503	449	380	325	346	132	203	192	140	121	133	88	115	71		
AARON'S WAY						A	13.0	21	1152	1624	285	199	66	919	178	393	409	460	453	449	85	191	176	215	244	99	57	157	92		
WED 8.00P 60 NBC 4						B	14.2	23	1260	1681	288	206	65	897	180	410	424	454	419	500	116	244	233	248	229	105	59	179	110		
202 98 GD 6						C	16.0	26	1420	1678	293	205	62	894	172	402	424	461	419	521	118	241	240	262	244	107	65	156	93		
8.00 - 8.30						A	12.4	21	1099	1608	278	197	66	920	178	387	399	452	463	442	78	183	169	211	248	93	58	152	87		
8.30 - 9.00						A	13.6	22	1205	1638	290	201	66	917	178	399	419	467	444	455	91	199	182	220	240	104	56	162	96		
ABC SUNDAY NIGHT MOVIE						A	17.4	28	1542	1718	295	238	67	692	219	425	408	358	219	812	259	534	548	449	211	102	29^	111	67		
SUN 9.00P 120 ABC 4						B	13.0	22	1151	1773	305	250	86	663	261	452	413	319	168	738	304	540	507	369	141	161	60	211	139		
215 99 FF 10						C	14.1	23	1253	1778	315	258	82	723	272	474	441	348	196	747	291	520	489	376	168	142	58	166	106		
FRANK NITTI: THE ENFORCER						A	16.1	25	1426	1758	307	247	70	708	217	422	410	366	237	790	247	516	530	432	210	108	36^	152	94		
9.00 - 9.30						A	17.5	28	1551	1733	300	239	72	698	222	428	415	359	219	814	256	534	548	452	215	105	31^	115	67		
9.30 - 10.00						A	18.2	29	1613	1708	285	232	61	688	216	425	404	359	216	820	263	541	557	458	212	102	26^	97	57		
10.00 - 10.30						A	17.9	30	1586	1666	287	234	64	671	221	422	400	345	205	818	269	541	553	450	207	93	23^	84	51		
10.30 - 11.00						A	29.4	49	2605	1621	380	301	89	920	305	548	521	439	303	525	192	346	334	255	134	91	55	85	57		
ACADEMY AWARDS(S)						A	27.3	42	2419	1602	361	278	87	906	287	507	487	432	329	492	174	303	295	231	145	99	58	105	74		
MON 9.00P 190 ABC AC						A	29.8	45	2640	1638	382	301	100	933	298	537	513	448	325	499	185	320	312	233	135	102	62	104	70		
9.00 - 9.30						A	32.1	50	2844	1639	386	308	92	926	299	552	526	448	305	517	191	346	335	252	127	100	60	96	62		
9.30 - 10.00						A	31.2	50	2764	1627	381	304	86	916	301	549	521	434	302	532	195	353	343	260	132	93	57	86	57		
10.00 - 10.30						A	29.2	51	2587	1613	378	304	85	913	319	563	530	428	284	542	197	360	349	269	132	86	48	72	46		
10.30 - 11.00						A	27.9	55	2472	1604	388	308	86	921	323	571	539	439	283	552	203	376	357	276	134	74	46	57	37		
11.00 - 11.30						A	26.5	58	2348	1584	387	306	87	911	316	564	536	444	276	562	213	389	368	280	129	66	42	46	29		
11.30 - 12.00						A	15.6	25	1382	1804	269	241	97	641	262	441	376	280	171	463	216	352	303	200	83	225	115	474	305		
12.00 - 12.30						B	18.2	29	1615	1855	276	244	90	683	275	469	402	295	180	501	245	390	325	207	85	232	111	439	295		
ALF(R) MON 8.00P 30 NBC 3						C	18.8	28	1669	1929	312	264	99	730	313	506	443	303	181	519	245	400	345	227	94	236	110	444	288		
205 99 CS 27						A	16.3	31	1444	1659	290	210	79	832	218	412	405	373	364	439	121	215	197	210	191	164	89	223	161		
AMEN(R) SAT 9.30P 30 NBC 4						B	16.4	30	1455	1700	306	231	86	843	248	445	413	369	348	443	146	238	214	193	179	173	106	241	169		
205 99 CS 26						C	17.5	31	1555	1735	322	239	69	869	243	430	407	383	380	490	156	262	243	220	194	155	95	221	154		

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

# 12 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49	LOH											TOT.	FEM.	TOT.				
	#STNS	CVG%	TYPE	T/C					(2+)	18+	49	18- W/CH		18-	18-	25-	35-		18-	18-	25-	35-		12-	12-	2-	6-		
													TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																													
AMERICA'S MOST WANTED						A	7.6	13	673	1787	366	326	103	704	329	542	460	311	133	704	330	557	493	330	101	161	86^	217	123
SUN 8.00P 30 FOX 2						B	6.2	10	549	1763	348	315	117	677	337	525	421	279	127	675	327	544	481	311	88	162	87	249	142
125 87 OP 2						C	6.2	10	549	1763	348	315	117	677	337	525	421	279	127	675	327	544	481	311	88	162	87	249	142
BARBARA WALTERS SPECIAL(S)						A	21.1	35	1869	1549	347	262	77	922	276	489	484	435	348	476	136	259	278	241	161	65	35	86	52
MON 8.00P 60 ABC 218 99 CC						A	19.3	32	1710	1552	345	263	77	927	273	490	488	439	350	472	130	257	279	246	158	62	33^	92	54
8.00 - 8.30						A	22.9	37	2029	1546	348	262	77	919	279	487	481	433	346	480	141	260	277	236	164	67	38	81	50
8.30 - 9.00																													
BEVERLY HILL'S BUNTZ						A	9.8	17	868	1627	323	264	82	721	234	453	428	384	210	583	229	377	329	268	168	153	52^	169	90
FRI 9.30P 30 NBC 4						B	10.1	18	897	1683	297	246	98	728	256	482	454	373	192	637	233	422	390	322	167	122	57	196	114
202 99 CS 4						C	10.1	18	897	1683	297	246	98	728	256	482	454	373	192	637	233	422	390	322	167	122	57	196	114
BILL COSBY SHOW(R)						A	22.2	38	1967	1736	285	245	95	746	303	499	430	307	206	444	205	303	260	171	115	202	123	344	222
THU 8.00P 30 NBC 4						B	24.6	41	2182	1764	309	255	91	788	293	493	436	332	250	455	192	302	263	193	128	196	109	326	216
212 99 CS 30						C	27.8	44	2461	1811	338	275	89	846	300	497	441	356	297	502	189	307	277	222	161	176	95	287	184
BOYS WILL BE BOYS(R)						A	3.3	6	292	1677	193^	171^	82^	511	253	413	331	217^	85^	448	259	377	247	163^	68^	198^	125^	519	362
SAT 8.30P 30 FOX 2						B	3.3	6	292	1728	197	177	96^	475	275	401	309	172	58^	451	283	383	255	152^	55^	280	152^	522	356
114 78 CS 2						C	3.3	6	292	1728	197	177	96^	475	275	401	309	172	58^	451	283	383	255	152^	55^	280	152^	522	356
BRONX ZOO						A	9.5	17	842	1484	347	248	96	841	269	484	454	398	307	424	171	278	239	176	127	119	68^	100	58^
WED 10.00P 60 NBC 3						B	9.8	17	871	1522	314	241	111	777	281	475	434	359	248	469	184	317	284	226	121	153	83	123	68
202 98 GD 3						C	9.8	17	871	1522	314	241	111	777	281	475	434	359	248	469	184	317	284	226	121	153	83	123	68
10.00 - 10.30						A	9.5	16	842	1476	347	244	96	825	268	472	440	383	301	417	172	273	231	170	125	129	73^	105	63^
10.30 - 11.00						A	9.6	17	851	1477	344	248	94	849	268	492	463	409	309	426	168	280	244	181	127	109	61^	93	52^
BUCK JAMES						A	8.3	14	735	1543	272	190	66^	780	182	378	386	431	335	540	162	317	317	278	177	83^	46^	140	89
THU 10.00P 60 ABC 4						B	8.8	15	780	1507	310	220	59	796	175	384	416	442	328	530	153	294	289	285	195	82	38^	99	58
205 98 GD 6						C	8.3	15	737	1513	296	212	61	799	178	397	425	440	320	538	148	291	292	291	204	80	38^	95	59
10.00 - 10.30						A	8.2	13	727	1560	270	193	58^	788	187	379	375	432	343	538	169	321	314	273	170	88	49^	146	90
10.30 - 11.00						A	8.4	14	744	1527	274	187	73^	773	177	378	397	430	327	542	155	312	320	282	184	78^	43^	134	87
CBS SUNDAY MOVIE						A	11.5	19	1019	1648	344	260	70	889	237	464	441	420	369	585	147	283	285	278	250	81	48^	92	53^
SUN 9.00P 120 CBS 4						B	16.3	26	1442	1674	320	220	51	839	205	411	409	427	361	663	161	329	335	339	274	86	39	86	52
211 99 FF 28						C	17.2	27	1523	1649	336	239	60	867	218	436	438	361	361	613	154	309	315	323	251	82	39	88	54
G.F. GOLDEN SHOWCASE: ANNE FRANK						A	13.0	21	1152	1695	357	266	54^	896	216	451	435	438	387	583	130	258	278	284	266	99	56	117	70
9.00 - 9.30						A	11.3	18	1001	1680	359	272	67	898	233	474	445	433	367	601	145	291	295	297	249	88	50^	94	56^
9.30 - 10.00						A	10.9	18	966	1647	331	251	82	894	260	477	451	406	362	596	165	304	294	272	244	71	43^	86	47^
10.00 - 10.30						A	10.6	18	939	1587	332	255	80	883	249	467	445	408	361	572	155	290	280	263	241	66^	40^	66^	37^
10.30 - 11.00																													
CBS TUESDAY MOVIE						A	13.2	22	1170	1576	322	227	73	847	219	404	423	395	368	531	128	251	274	275	223	80	39^	118	60
TUE 9.00P 120 CBS 1						B	13.2	22	1170	1576	322	227	73	847	219	404	423	395	368	531	128	251	274	275	223	80	39^	118	60
CONT'D																													

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

14 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME DAYTIME #STNS DUR NET CVG% TYPE					NO. OF T/C	K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
							AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN	
										PERS (2+)	WOMEN 18+ 18-49	LOH 18-49 W/CH	TOTAL	18- 34	18- 49	25- 54	35- 64	55+ 65+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+ 65+	TOT. 12-17	FEM. 12-17	TOT. 2-6
EVENING CONT'D																											
CBS TUESDAY MOVIE-CONT'D																											
MURPHY'S ROMANCE																											
9.00 - 9.30																											
9.30 - 10.00																											
10.00 - 10.30																											
10.30 - 11.00																											
CHEERS(R)																											
THU 9.00P 30 NBC 4																											
208 99 CS 29																											
CONVERSATIONS: PRESIDENTS(S)																											
SAT 8.00P 60 ABC 4																											
217 99 CC																											
8.00 - 8.30																											
8.30 - 9.00																											
DALLAS																											
FRI 9.00P 60 CBS 3																											
209 99 GD 26																											
9.00 - 9.30																											
9.30 - 10.00																											
DAY BY DAY																											
SUN 8.30P 30 NBC 4																											
204 99 CS 7																											
DAYS & NIGHTS-MOLLY DODD																											
THU 9.30P 30 NBC 4																											
204 99 CS 4																											
DISNEY SUNDAY MOVIE(R)																											
SUN 7.00P 60 ABC 2																											
216 99 FF 24																											
BIG FOOT, PT.1																											
7.00 - 7.30																											
7.30 - 8.00																											
DUET(R)																											
SUN 9.30P 30 FOX 4																											
120 85 CS 26																											
EQUALIZER(R)																											
WED 10.00P 60 CBS 4																											
CONT'D																											

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

16 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME  DAY      TIME      DUR      NET      NO. #STNS    CVG%    TYPE    T/C						KEY	HOUSEHOLD AUDIENCES  AVG.      AVG. AUD.      SH      AUD. %      %      0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
										TOTAL WORKING PERS				LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN	
							(2+)	18+	49	<3	18-	18-	25-		35-	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+
EVENING CONT'D																												
EQUALIZER(R)-CONT'D																												
	208	98	PD	23	C	12.8	22	1134	1578	271	190	66	752	195	394	384	389	308	658	189	364	353	342	244	89	38	79	42
	10.00 - 10.30				A	13.4	23	1187	1588	261	179	74	781	195	383	391	392	336	602	183	311	296	287	251	108	39A	97	59
	10.30 - 11.00				A	13.8	25	1223	1538	253	180	73	763	193	388	380	383	326	613	185	331	322	303	242	96	34A	67	45A
FACTS OF LIFE(R)																												
SAT	8.00P	30	NBC	3	A	12.0	24	1063	1631	273	226	70	811	257	464	388	331	319	434	144	267	201	196	156	156	89	229	163
	201	94	CS	26	B	13.0	25	1155	1657	278	226	83	808	252	439	377	319	336	434	156	257	210	188	159	167	102	248	170
					C	14.6	26	1292	1729	306	242	78	832	264	441	382	324	348	455	162	265	237	196	159	173	112	270	179
FALCON CREST																												
FRI	10.00P	60	CBS	3	A	14.2	26	1258	1550	309	216	61	915	215	401	424	429	447	434	104	195	203	198	217	63	35A	137	84
	209	99	GD	25	B	13.7	25	1214	1551	317	229	59	931	209	407	427	440	460	438	105	198	206	195	210	62	37	121	83
	10.00 - 10.30				C	14.2	26	1259	1582	322	238	62	949	226	432	440	428	453	451	117	209	213	205	210	65	40	118	82
	10.30 - 11.00				A	14.2	25	1258	1571	309	213	62	926	217	397	428	430	457	436	110	194	201	192	219	68	36A	141	84
					A	14.1	26	1249	1539	311	219	60	911	214	406	422	431	441	435	99	197	206	206	217	59	33A	135	86
FAMILY DOUBLE-DARE																												
SAT	8.00P	30	FOX	2	A	3.6	7	319	1838	294	251	72A	551	285	424	356	201	105A	374	175A	309	301	169A	47V	180A	114A	733	563
	115	79	QG	2	B	3.8	8	332	1798	229	202	89A	493	282	409	335	173	66A	424	246	371	309	160	37A	215	102A	667	480
					C	3.8	8	332	1798	229	202	89A	493	282	409	335	173	66A	424	246	371	309	160	37A	215	102A	667	480
FAMILY MAN																												
					A	9.5	17	842	1666	279	208	95	734	261	425	371	300	273	433	148	274	254	205	128	202	122	296	198

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.





# 20 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH					W O M E N					M E N					T E E N S		CHILDREN			
									TOTAL PERS (2+)	WORKING WOMEN 18+	LOH 18-49 W/CH <3	18- 18- 25- 35- TOTAL 34 49 54 64 55+					18- 18- 25- 35- TOTAL 34 49 54 64 55+					TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11				
EVENING CONT'D																													
IN THE HEAT OF THE NIGHT-CONT'D																													
	9.00 - 9.30				A	16.4	26	1453	1596	268	196	56	845	185	419	422	463	353	593	126	294	315	327	238	69	29 <sup>A</sup>	89	59	
	9.30 - 10.00				A	16.8	26	1488	1587	264	189	59	808	189	408	403	439	334	624	145	330	340	347	238	79	32 <sup>A</sup>	77	50	
JAKE AND THE FATMAN(R)																													
WED	9.00P 60	CBS	4		A	11.2	17	992	1616	276	180	55 <sup>A</sup>	829	160	375	410	444	376	608	125	267	274	320	297	70	19 <sup>A</sup>	110	64	
	191 92	OP	5		B	12.7	20	1125	1621	260	168	55	815	157	354	376	426	399	615	131	278	292	325	286	89	30	103	64	
	9.00 - 9.30				C	12.9	21	1139	1621	264	178	61	799	167	360	373	413	381	606	133	277	286	316	280	90	31	126	78	
	9.30 - 10.00				A	10.7	17	948	1654	284	187	60 <sup>A</sup>	840	161	383	420	451	376	623	122	278	289	336	301	65 <sup>A</sup>	21 <sup>A</sup>	126	71	
					A	11.6	18	1028	1594	270	176	52 <sup>A</sup>	825	159	370	404	442	379	599	129	260	264	307	297	75	17 <sup>A</sup>	96	59 <sup>A</sup>	
JUST IN TIME																													
WED	9.30P 30	ABC	2		A	10.7	17	948	1560	377	307	98	751	313	506	455	334	200	504	224	332	326	226	119	154	89	152	86	
	207 97	CS	2		B	11.5	18	1023	1564	350	288	98	733	337	517	459	304	172	495	223	343	329	226	104	154	91	182	114	
					C	11.5	18	1023	1564	350	288	98	733	337	517	459	304	172	495	223	343	329	226	104	154	91	182	114	
KENNY ROGERS SPECIAL(S,R)																													
MON	10.00P 60	CBS			A	6.2	10	549	1596	272	200	105 <sup>A</sup>	799	265	467	419	368	305	501	195	317	303	238	151	113 <sup>A</sup>	55 <sup>A</sup>	182	115 <sup>A</sup>	
	210 99	GV																											
WORKING AMERICA																													
	10.00 - 10.30				A	6.8	10	602	1597	278	208	107	759	277	459	401	338	273	518	216	341	316	237	144	126	62 <sup>A</sup>	194	128	
10.30 - 11.00																													
					A	5.7	9	505	1566	259	187	100 <sup>A</sup>	832	246	468	433	398	338	472	166	282	283	236	156	96 <sup>A</sup>	45 <sup>A</sup>	166	98 <sup>A</sup>	
KNOTS LANDING																													
THU	10.00P 60	CBS	3		A	16.8	28	1488	1541	369	303	87	926	324	519	480	395	347	405	160	233	198	165	149	100	51	111	63	
	209 99	GD	26		B	16.7	29	1477	1583	356	289	83	925	313	519	482	400	355	434	168	252	221	180	156	106	56	118	77	
	10.00 - 10.30				C	15.8	27	1402	1551	373	299	85	927	320	530	475	396	344	431	171	263	238	182	139	91	51	102	64	
	10.30 - 11.00				A	16.6	27	1471	1544	369	304	85	918	320	514	475	390	345	406	164	236	196	161	148	102	51	117	66	
					A	17.0	29	1506	1538	369	301	88	933	328	524	484	399	349	403	155	231	200	170	149	98	51	104	61	
L.A. LAW																													
THU	10.00P 60	NBC	3		A	17.7	30	1568	1490	335	272	97	732	285	522	498	360	160	561	227	387	359	264	140	106	53	90	50	
	211 99	GD	23		B	16.2	28	1432	1505	332	269	107	731	280	516	482	355	172	570	230	389	363	268	144	101	50	104	53	
	10.00 - 10.30				C	18.3	31	1621	1579	337	271	102	786	295	509	476	370	227	606	232	400	375	291	165	99	54	87	47	
	10.30 - 11.00				A	17.6	29	1559	1488	338	275	103	735	291	524	493	357	162	542	224	376	350	249	135	112	55	100	57	
					A	17.7	30	1568	1500	334	272	92	733	282	524	505	365	158	584	231	400	371	281	147	101	51	82	44	
MARRIED...WITH CHILDREN(R)																													
SUN	8.30P 30	FOX	4		A	5.9	9	523	1887	296	268	142	685	401	516	391	188	161	661	371	548	467	245	85 <sup>A</sup>	212	133	329	206	
	124 87	CS	26		B	5.3	8	470	1848	305	279	127	687	402	543	384	208	128	668	397	562	460	244	66	201	109	292	199	
					C	4.6	7	406	1918	322	289	109	679	379	537	418	244	113	692	416	587	455	245	74	232	102	316	209	
MATLOCK(R)																													
TUE	8.00P 60	NBC	4		A	17.3	29	1533	1591	263	178	38 <sup>A</sup>	896	142	369	384	463	460	550	83	204	217	271	300	55	30 <sup>A</sup>	90	59	
	204 96	GD	26		B	17.9	29	1586	1661	264	175	44	893	128	341	374	457	481	601	99	233	246	304	320	68	34	99	59	
	8.00 - 8.30				C	17.8	27	1575	1642	256	168	49	887	130	320	355	445	495	598	100	230	242	302	323	66	32	91	53	
	8.30 - 9.00				A	16.2	28	1435	1589	254	167	38 <sup>A</sup>	906	144	362	376	460	476	545	82	193	208	259	307	54	34 <sup>A</sup>	83	54	
					A	18.3	29	1621	1602	272	188	39 <sup>A</sup>	892	141	376	394	469	448	557	85	214	226	284	295	56	28 <sup>A</sup>	97	65	
MIAMI VICE																													
FRI	10.00P 60	NBC	4		A	14.4	26	1276	1620	325	283	105	704	306	513	446	334	149	595	240	434	378	296	130	148	66	173	96	
	CONT'D				B	13.0	24	1154	1664	296	256	101	703	294	507	437	326	159	633	269	448	385	298	143	155	75	173	109	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

23

# 24 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS		LOH 18-49	W O M E N					M E N					T E E N S		CHILDREN				
#STNS	CVG%	TYPE	T/C						(2+)	18+	49	18- 18-49 W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOTAL 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11				
EVENING CONT'D																												
NIGHT COURT(R)-CONT'D																												
FRI	9.00P	30	NBC	4	B	11.7	20	1037	1760	301	253	93	734	283	493	449	343	190	620	246	426	380	294	157	152	68	255	158
	203	99	CS	4	C	11.7	20	1037	1760	301	253	93	734	283	493	449	343	190	620	246	426	380	294	157	152	68	255	158
CHARA(R)																												
SAT	9.00P	60	ABC	4	A	8.0	15	709	1693	291	217	53^	795	160	410	415	460	329	628	156	333	336	339	251	83^	42^	186	124
	195	97	OP	11	B	8.0	14	704	1679	295	211	55	777	160	381	392	425	334	636	149	340	339	351	249	78	34^	187	117
	9.00 - 9.30				C	8.6	15	761	1696	294	219	61	783	167	391	406	422	331	653	154	350	354	353	253	88	39	171	116
	9.30 - 10.00				A	7.4	14	656	1681	289	213	51^	789	160	398	411	453	331	636	161	342	345	340	247	76^	41^	181	123
					A	8.7	16	771	1683	289	218	54^	792	159	415	413	461	323	614	151	323	323	334	252	88	41^	189	124
OUR HOUSE(R)																												
SUN	7.00P	60	NBC	3	A	8.6	16	762	1631	231	166	30^	741	156	308	297	336	382	499	164	243	250	213	213	166	111	226	175
	200	98	GD	26	B	8.5	16	750	1665	275	206	43^	761	198	371	343	343	335	489	158	258	243	223	194	164	99	251	191
	7.00 - 7.30				C	11.5	19	1016	1813	325	262	67	807	242	442	416	365	312	569	194	343	322	275	179	169	92	268	188
	7.30 - 8.00				A	8.0	16	709	1610	218	147	26^	744	145	287	287	330	405	514	164	241	248	221	225	146	100	206	154
					A	9.2	17	815	1649	242	182	33^	738	165	326	305	342	362	486	164	244	252	205	202	183	121	243	193
PERFECT STRANGERS(R)																												
FRI	8.00P	30	ABC	4	A	11.1	22	983	1568	319	246	67	779	280	421	389	323	304	451	155	269	244	227	146	156	102	182	119
	213	99	CS	7	B	11.9	22	1057	1627	285	222	83	780	250	414	396	329	311	460	168	282	258	221	145	141	89	246	159
					C	12.4	23	1099	1673	288	225	94	785	262	434	416	334	294	458	171	278	260	215	143	143	88	287	185
POLITICAL: L. LA ROUCHE(S)																												
TUE	8.00P	30	CBS		A	3.3	6	292	1386	201^	138^	45^	605	127^	198^	210^	240	362	588	169^	327	335	306	214^	59^	23^	134^	48^
	192	95	P																									
PRESIDENTIAL PORTRAIT																												
TUE	9.52P	1	CBS	8	A	13.3	21	1174	1584	327	254	76	857	252	452	438	399	344	494	148	257	248	243	192	102	46	131	72
	207	96	DO	69	B	12.0	20	1065	1564	304	234	76	819	242	434	419	380	335	507	171	281	268	239	187	97	44	141	82
	9.58P	1			C	12.9	21	1144	1583	319	239	73	847	238	438	424	400	350	531	162	290	279	260	204	92	46	113	69
PROBE																												
THU	8.00P	60	ABC	4	A	8.8	15	780	1649	277	194	61^	761	196	390	395	424	305	563	199	325	324	296	181	137	47^	188	113
	203	98	A	6	B	8.7	14	769	1604	295	223	63	749	205	401	409	395	284	578	190	344	336	302	188	107	45	169	102
	8.00 - 8.30				C	8.7	14	769	1628	293	225	61	759	211	413	413	388	282	591	196	355	349	300	193	108	51	170	104
	8.30 - 9.00				A	8.3	14	735	1639	278	199	66^	774	198	383	393	418	320	545	189	304	302	283	184	132	45^	189	112
					A	9.2	15	815	1676	279	193	58^	758	197	400	401	434	295	585	211	347	347	311	180	144	49^	189	114
RINGLING BROTHERS CIRCUS(S)																												
FRI	8.00P	60	CBS		A	13.7	26	1214	1741	248	149	67	811	160	303	301	357	459	559	127	229	231	228	303	82	39^	288	141
	210	99	GV																									
	8.00 - 8.30				A	12.7	25	1125	1707	254	152	63	808	154	299	296	357	459	550	125	221	220	211	303	87	43^	263	131
	8.30 - 9.00				A	14.8	27	1311	1758	241	145	70	808	164	304	303	355	455	564	129	235	238	241	302	77	34^	309	149
SIMON & SIMON(R)																												
THU	9.00P	60	CBS	3	A	11.8	19	1045	1604	285	212	59^	798	199	406	408	415	328	578	162	302	272	300	234	92	38^	135	84
	204	92	PD	16	B	12.5	21	1110	1612	273	204	69	794	195	401	404	399	335	581	168	307	300	287	227	100	41	137	95
	9.00 - 9.30				C	12.7	20	1126	1635	282	204	69	820	201	407	403	404	354	574	168	309	308	285	216	100	48	141	88
	CONT'D				A	10.7	17	948	1593	283	200	42^	797	167	382	391	439	344	600	151	298	273	318	257	75	30^	121	74

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.



## 26 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C					HOUSEHOLD AUDIENCES NO. OF T/C		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
							TOTAL WORKING				W O M E N					M E N					TEEN S		CHILDREN						
							AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+	LOH 18-49 W/CH <3	18- TOTAL	18- 34	25- 49	35- 54	18- TOTAL	18- 34	25- 49	35- 54	TOT. 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11					
EVENING CONT'D																													
SIMON & SIMON(R)-CONT'D 9.30 - 10.00					A		12.9	21	1143	1614	288	222	73	799	226	426	422	396	314	560	172	304	271	284	216	107	45^	147	91
60 MINUTES SUN 7.00P 60 CBS 4					A		17.5	33	1551	1565	305	213	29^	800	145	302	326	372	436	682	139	297	326	335	328	35^	9^	48	21^
212 99 DN 31					B		18.2	35	1610	1573	287	193	33	801	144	306	326	370	435	693	152	304	330	330	329	39	14^	40	20
7.00 - 7.30					C		20.6	34	1828	1559	282	190	41	772	148	299	317	354	411	697	163	323	336	336	320	39	16	51	28
7.30 - 8.00					A		17.0	33	1506	1571	298	211	33^	798	152	303	322	364	435	681	142	301	333	340	321	39^	9^	53	24^
					A		17.9	33	1586	1567	313	216	25^	806	140	302	331	381	439	686	138	296	322	332	336	32^	10^	44	19^
SMOTHERS BROS COMEDY HOUR WED 8.00P 60 CBS 3					A		9.7	16	859	1614	255	194	46^	796	177	358	372	328	387	605	139	312	337	300	237	59^	19^	154	101
195 94 GV 3					B		10.5	17	930	1603	263	186	51	783	164	341	368	364	377	632	132	314	342	341	259	61	28^	127	81
8.00 - 8.30					C		10.5	17	930	1603	263	186	51	783	164	341	368	364	377	632	132	314	342	341	259	61	28^	127	81
8.30 - 9.00					A		9.5	16	842	1587	266	209	49^	804	191	368	373	319	388	578	122	287	313	290	241	62^	18^	142	87
					A		9.9	16	877	1640	244	180	44^	788	165	348	371	337	386	630	155	337	361	310	233	56^	19^	166	115
SONNY SPOON SPECIAL(S) TUE 10.00P 60 NBC PD					A		11.6	20	1028	1581	252	190	54^	727	193	406	403	389	252	626	207	406	377	338	173	145	46^	83	60^
196 98					A		11.8	20	1045	1571	252	191	58^	733	197	410	408	391	255	615	193	389	368	338	179	136	41^	88	61
10.00 - 10.30																													
10.30 - 11.00					A		11.4	20	1010	1592	252	190	50^	722	188	401	399	386	248	638	222	423	386	338	167	154	50^	78	59^
SPECIAL MOVIE PRESENT.-CBS(S) MON 8.00P 120 CBS					A		10.2	16	904	1689	304	227	97	655	261	426	369	290	199	544	235	373	325	246	136	244	104	247	150
207 99 FF																													
EUROPEAN VACATION 8.00 - 8.30					A		8.5	14	753	1551	276	198	91	665	214	366	332	300	265	508	169	293	284	249	172	183	83^	194	123
8.30 - 9.00					A		9.8	15	868	1706	299	216	90	628	233	391	348	297	206	568	230	379	341	265	150	275	107	235	139
9.00 - 9.30					A		11.3	17	1001	1735	314	238	100	656	273	443	379	285	184	531	244	381	326	237	119	261	107	287	175
9.30 - 10.00					A		11.3	17	1001	1718	318	245	103	664	304	481	401	280	158	557	278	416	338	234	112	244	113	254	153
SPENSER: FOR HIRE(R) SAT 10.00P 60 ABC 4					A		8.8	17	780	1618	245	170	79^	772	153	358	365	419	356	597	159	292	296	307	251	114	44^	135	89
208 99 PD 11					B		9.6	19	848	1671	298	218	70	803	200	422	407	425	325	607	165	325	320	318	229	118	50	143	90
10.00 - 10.30					C		10.8	20	960	1693	307	235	80	797	214	437	420	411	308	632	179	355	362	334	217	121	57	144	96
10.30 - 11.00					A		8.6	17	762	1615	248	175	81^	755	150	358	364	407	342	580	159	293	289	292	244	127	49^	152	97
					A		8.9	18	789	1639	245	167	77^	797	159	363	370	436	374	620	161	294	307	326	261	102	40^	120	83
SPORTSBREAK-SAT SAT 9.58P 1 CBS 4					A		8.5	16	753	1736	278	217	88	733	252	464	428	342	216	681	235	415	427	316	215	143	64^	179	104
209 98 SN 30					B		9.6	18	853	1696	297	230	91	748	233	439	439	373	238	686	226	421	430	345	207	123	55	139	87
					C		8.6	15	764	1687	298	227	71	786	222	415	411	374	310	659	205	378	384	327	224	106	45	136	83
SPORTSBREAK-SUN SUN 10.01P 1 CBS 4					A		11.2	18	992	1646	341	257	71	897	250	472	445	413	367	594	157	298	289	282	244	69	39^	86	52^
211 99 SN 30					B		16.9	27	1499	1687	319	220	48	832	218	422	413	422	342	670	175	342	343	340	267	90	42	96	57
					C		17.2	27	1519	1659	340	245	60	873	223	448	445	441	357	611	155	311	313	322	248	84	41	91	56
STORYTELLER(S) CONT'D					A		11.5	22	1019	1684	308	240	69	841	281	484	400	338	327	432	157	275	209	184	142	164	83	247	190

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



30 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME DAYTIME DUR NET NO. OF #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES AVG. SH AUD. % AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
													TOTAL WORKING PERS WOMEN		LOH 18-49 W/CH	W O M E N 18- 18- 25- 35- (2+) 18+ 49 <3 TOTAL 34 49 54 64 55+					M E N 18- 18- 25- 35- TOTAL 34 49 54 64 55+					T E E N S TOT. FEM. 12- 12- 17 17		CHILDREN TOT. TOT. 2- 6 11 11										
EVENING CONT'D																																						
WEREWOLF-1(R)-CONT'D 110 78 SM 2										C	2.2	4	195	1874	203^	181^	90^	481	262	420	321	192^	47^	628	375	539	393	234	54^	299	158^	466	279					
WEREWOLF-2(R) SAT 9.30P 30 FOX 2										A	2.1	4	186	1987	246^	226^	51^	504	243^	406	304^	207^	92^	760	470	674	400	268^	63^	361	218^	362	217^					
110 78 SM 2										B	2.2	4	190	1807	215^	197^	81^	481	279	409	297	172^	67^	701	438	616	438	248	52^	282	140^	343	208^					
										C	2.2	4	190	1807	215^	197^	81^	481	279	409	297	172^	67^	701	438	616	438	248	52^	282	140^	343	208^					
WEST 57TH SAT 10.00P 60 CBS 3										A	8.1	16	718	1483	301	250	61^	733	219	449	436	349	238	608	178	391	401	309	182	71^	33^	71^	40^					
207 97 DN 27										B	8.7	17	771	1576	292	230	76	731	219	428	422	362	242	705	225	439	445	363	205	68	24^	72	41^					
10.00 - 10.30										C	7.8	15	687	1583	296	228	70	766	224	414	417	370	288	642	203	385	391	316	206	78	32^	97	57					
10.30 - 11.00										A	8.7	17	771	1492	285	234	67^	719	234	441	418	327	238	616	188	394	396	306	191	79^	35^	78^	41^					
										A	7.5	15	665	1473	320	267	54^	748	201	459	456	374	237	599	166	387	406	311	171	62^	31^	63^	39^					
WHO'S THE BOSS?(R) TUE 8.00P 30 ABC 4										A	18.2	31	1613	1634	320	266	101	733	323	487	409	281	197	407	179	271	257	177	98	213	123	282	182					
221 99 CS 27										B	19.8	33	1754	1676	329	278	102	741	330	497	428	287	201	442	201	312	273	188	102	198	109	296	201					
										C	21.2	33	1874	1759	343	290	101	763	338	516	437	298	206	472	218	336	291	202	104	216	118	307	208					
WONDER YEARS TUE 8.30P 30 ABC 4										A	17.7	28	1568	1723	320	283	116	692	346	521	430	269	130	409	214	321	292	172	59	284	142	338	223					
221 99 CS 5										B	18.4	29	1628	1703	319	278	117	704	350	523	439	272	144	445	236	352	304	177	67	236	118	317	214					
										C	19.0	30	1682	1721	326	283	117	708	346	526	446	281	143	456	234	356	310	188	71	238	121	320	219					

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

## 32 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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														18-19+	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	12-17	12-17	12-14	TOT. 2-6	MALE 6-11	FEM. 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET	OF	NO.	AVG.	SH	AVG.	18-19+	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	12-17	12-17	12-14	TOT. 2-6	MALE 6-11	FEM. 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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A-CURRENT REPORT B-QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



34 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOTAL		WORKING WOMEN		W O M E N						M E N						T E E N				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	18-25	15-17	18-25	18-25	21-25	21-25	25-29	15-17	18-25	18-25	21-25	21-25	25-29	12-17	17-19						
#STNS	CVG%	TYPE						(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17		
LATE FRINGE																													
ABC NEWS:NIGHTLINE						A	6.1	17	538	1389	267	193	201	72	714	199	365	343	397	364	48^	552	168	316	298	341	321	20^	36^
TUE 11 30P 31 ABC 18						B	5.9	17	521	1389	272	202	208	65	725	195	378	363	417	380	61	561	188	331	304	355	333	25^	31^
213 98 N 111						C	5.4	16	483	1400	254	184	192	65	713	183	359	342	400	364	64	581	183	326	302	362	334	25^	23^
WED-FRI 11.30P 30						A	6.1	17	538	1391	268	193	201	72	715	200	365	343	397	364	48^	553	168	316	298	342	322	20^	36^
11.30 - 12.00						A	5.4	18	478	1346	249	180	179	49^	651	203	375	357	403	379	68^	553	210	354	323	373	348	27^	13^
12.00 - 12.30																													
ABC NEWS:NIGHTLINE SPEC.(S)						A	5.4	28	478	1335	350	256	253	79^	812	247	470	460	517	454	49^	449	191	312	278	329	315	16^	22^
MON 1.05A 30 ABC																													
213 98 N						A	5.5	28	487	1349	355	262	256	82^	820	251	476	466	524	459	48^	454	193	314	282	332	318	16^	22^
1.00 - 1.30						A	4.7	27	416	1308	330	232	243	69^	801	238	453	444	501	447	54^	438	185	309	273	329	312	18^	24^
1.30 - 2.00																													
ABC WEEKEND REPORT-SAT.						A	1.8	6	159	1286	402	308^	285^	75^	658	249^	414	384^	444	400	104^	529	168^	291^	268^	359^	297^	40^	26^
SAT 11.30P 15 ABC 4						B	2.1	7	182	1469	327	264	246	118^	716	238	443	425	484	416	104^	562	259	375	325	381	347	36^	57^
142 75 N 29						C	2.1	6	183	1441	311	241	236	85^	725	205	404	382	441	396	77^	550	200	332	307	373	338	23^	42^
ABC WEEKEND REPORT-SUN.						A	2.2	9	195	1192	313^	232^	250^	39^	705	205^	410	410	471	436	17^	468	147^	306^	294^	392	389	14^	4^
SUN 11.30P 15 ABC 4						B	2.2	9	190	1282	287	225	248	28^	642	185	380	380	449	429	77^	565	251	426	398	450	407	9^	19^
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



38 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOTAL WORKING WOMEN				W O M E N						M E N						T E E N S				
									PERS	18-	25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12-	12-				
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17	
LATE FRINGE CONT'D																													
LATE SHOW-FOX-CONT'D																													
11.30 - 12.00						A	1.3	3	113	1415	283^	261^	212^	178^	656	409	526	463	488	394	174^	567	384	479	391	438	371	59^	35^
12.00 - 12.30						A	1.0	3	85	1312	293^	254^	218^	167^	655	405	502	455	482	383^	135^	507	328^	427	366^	423	362^	41^	32^
SATURDAY NIGHT																													
SAT 11.30P 81 NBC 4						A	7.5	23	665	1508	294	240	222	142	614	263	426	381	417	379	161	575	285	453	374	403	357	88^	92^
201 99 GV 23						B	7.7	24	682	1493	281	231	214	145	629	277	440	398	431	376	149	579	298	451	400	427	372	98	83
11.30 - 12.00						C	8.1	24	719	1573	308	261	233	150	668	314	484	441	476	412	156	612	318	487	439	475	417	99	88
12.00 - 12.30						A	8.4	23	744	1532	294	228	212	129	636	243	404	361	398	366	134	565	254	415	361	391	347	90	90
12.30 - 1.00						A	7.1	22	629	1488	301	256	235	152	596	271	435	390	422	380	170	571	290	462	377	406	360	87^	98^
						A	6.7	24	594	1515	286	240	224	151	608	290	458	407	449	406	199	605	337	512	400	423	377	87^	89^
TONIGHT SHOW																													
MON-FRI 11.30P 60 NBC 20						A	5.6	17	500	1376	274	215	219	89	686	214	399	373	431	387	103	560	223	357	331	368	314	40^	34^
202 99 GV 141						B	5.8	19	511	1361	269	210	206	91	701	218	402	369	417	375	95	528	204	332	313	350	299	42^	30^
11.30 - 12.00						C	6.1	20	543	1405	280	220	211	92	738	231	417	384	434	392	96	544	213	351	325	360	311	38^	33^
12.00 - 12.30						A	6.0	16	530	1398	285	220	231	84	706	212	409	385	445	404	88	555	201	344	323	360	317	40^	35^
						A	5.3	18	473	1342	259	207	203	94	660	216	386	358	413	365	120	561	246	370	338	374	309	39^	32^

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

## 40 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME DAYTIME DUR NET NO. OF #STNS CVG% TYPE T/C										KEY Y		HOUSEHOLD AUDIENCES AVG. AUD. SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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															18-49 W/CH	18-49	18-34	18-49	25-34	35-44	45-54	55+	18-34	18-49	25-34	35-44	45-54	55+	12-17	12-17	2-11	2-11	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



## 42 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME  DAY      TIME      DUR      NET      NO. #STNS    CVG%    TYPE    T/C						K E Y	HOUSEHOLD AUDIENCES  AVG.    SH    AVG. AUD.    %    AUD. %    %    0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

#### 44 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME  DAYTIME #STNS CVG% NET TYPE NO. OF T/C						KEY	HOUSEHOLD AUDIENCES  AVG. AUD. % SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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										18-49 W/CH 18- 49	15- 24	18- 49	15- 24	18- 34	18- 49	25- 34	25- 34	35- 44	35- 44	TOTAL	55+	MALE 12- 17	FEM. 12- 17	TOT. 15- 17	MALE 2- 11	FEM. 2- 11	TOT. 2- 11	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## 46 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	WOMEN 18-	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE 12-	FEM. 12-	TOT. 15-	MALE 2-	FEM. 2-	TOT. 5-	TOT. 11				
#STNS CVG% TYPE								<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11	
MONDAY-FRIDAY DAYTIME CONT'D																												
ONE LIFE TO LIVE-CONT'D 2.30 - 3.00					A	6.9	26	608	152	189	161	173	867	376	564	426	484	361	245	212	72	19^	56	45^	42^	84	82	44^
PRICE IS RIGHT 1 MON-FRI 11.00A					A	4.4	20	386	69^	84^	60^	44^	658	140	252	210	226	262	389	429	222	11^	9^	9^	52^	53^	70^	35^
209 97 AP 144					B	4.7	21	419	64	99	71	63	678	145	271	218	241	285	384	405	209	28^	27^	25^	76	90	73	94
					C	5.1	22	456	67	147	98	72	723	168	299	235	276	303	383	437	231	22^	22^	18^	71	71	80	62
PRICE IS RIGHT 2 MON-FRI 11.30A					A	5.9	26	519	73	97	68	46^	687	147	267	223	249	263	395	437	236	9^	9^	10^	44^	55^	71	29^
209 97 AP 146					B	6.2	27	552	65	110	81	64	704	151	285	231	258	285	391	418	227	24^	27^	22^	70	82	74	77
					C	6.6	27	585	60	151	105	71	734	168	297	234	276	293	395	441	235	20^	22^	17^	65	65	76	55
RYAN'S HOPE MTWTF 12.00N					A	2.4	10	211	190	216	200	143^	857	419	605	495	531	316	215	243	50^	13^	50^	36^	55^	60^	75^	40^
164 80 DD 143					B	2.4	10	216	157	241	222	127	834	390	580	483	517	314	220	264	61^	22^	53^	40^	59^	67^	66^	59^
WED 12.03P					C	2.9	11	258	141	252	229	131	823	392	582	479	518	326	202	262	55^	21^	52^	37^	82^	57^	88^	51^
SALE OF THE CENTURY MON-FRI 10.00A					A	2.9	13	253	63^	131^	93^	46^	824	152	297	258	327	310	458	341	164	9^	15^	11^	52^	42^	50^	43^
145 76 QG 141					B	3.2	14	281	51^	136	94	46^	775	135	282	250	310	309	433	345	162	15^	28^	21^	52^	55^	57^	51^
					C	3.2	14	279	65^	148	113	51^	783	151	319	278	329	317	413	404	202	16^	22^	18^	46^	51^	60^	37^
SANTA BARBARA					A	3.8	14	340	87^	194	165	204	871	245	470	326	400	435	326	243	102	23^	85^	69^	28^	58^	48^	39^
MON-FRI 3.00P					B	4.4	15	386	90	161	133	193	825	237	441	309	380	412	314	236	82	35^	99	80	39^	70	62^	46^
197 98 DD 140					C	4.9	16	431	92	184	153	174	830	259	458	338	408	384	302	276	101	29^	103	71	33^	52^	49^	35^
3.00 - 3.30					A	3.8	14	335	89^	188	164	195	863	247	469	331	402	424	323	232	99^	20^	76^	65^	28^	57^	49^	36^
3.30 - 4.00					A	3.9	14	349	85^	198	164	211	869	242	465	317	395	441	326	251	104	25^	93^	72^	29^	58^	46^	41^
SCRABBLE MON-FRI 12.30P					A	4.0	16	354	65^	105	69^	62^	806	124	275	225	299	360	458	309	154	22^	20^	29^	38^	54^	54^	37^
160 84 QG 156					B	4.0	15	356	53^	107	71^	77	782	113	267	218	284	352	450	311	156	35^	43^	49^	45^	65^	52^	58^
					C	4.1	15	365	62^	141	106	75	800	155	311	253	308	327	434	350	182	22^	30^	29^	43^	53^	55^	42^
SUPER PASSWORD MON-FRI 12.00N					A	3.4	14	301	69^	123	78^	57^	783	137	284	238	299	307	438	318	179	12^	19^	16^	56^	53^	57^	52^
159 73 QG 142					B	3.4	14	301	59^	117	77^	72^	749	123	276	233	287	306	420	304	166	35^	44^	49^	56^	67^	60^	63^
					C	3.4	13	304	71^	120	87	81^	779	161	307	245	294	303	423	336	177	22^	34^	30^	49^	61^	68^	43^
\$25,000 PYRAMID MON-FRI 10.00A					A	2.4	11	213	64^	117^	79^	57^	748	171	303	248	283	324	410	380	171	3^	7^	5^	41^	39^	59^	22^
170 81 QP 10					B	2.4	11	212	68^	117^	81^	47^	718	168	302	260	290	320	387	387	169	10^	20^	11^	65^	59^	57^	66^
					C	2.4	11	212	68^	117^	81^	47^	718	168	302	260	290	320	387	387	169	10^	20^	11^	65^	59^	57^	66^
WHEEL OF FORTUNE MON-FRI 11.00A					A	4.9	23	436	73^	174	118	77	881	160	329	263	332	383	483	325	179	9^	13^	15^	41^	55^	69^	27^
206 98 QG 143					B	5.1	23	455	66	170	116	84	845	161	316	249	311	358	466	328	167	28^	25^	29^	41^	68	68	41^
					C	5.6	23	496	68	164	115	71	819	166	312	255	317	327	445	362	184	17^	23^	21^	38^	53	61	30^
WHO'S THE BOSS? M-F MON-FRI 11.00A					A	2.8	13	245	146	298	280	142	654	304	489	367	394	292	138	316	34^	17^	46^	23^	76^	101^	122^	55^
155 78 CS 143					B	3.1	14	270	127	274	252	150	633	303	474	359	385	269	133	304	44^	45^	81^	53^	100	109	103	106
					C	3.5	15	308	131	249	224	135	697	319	501	392	423	290	165	296	55^	44^	63^	47^	106	86	117	75^
WIN, LOSE OR DRAW MON-FRI 11.30A					A	4.0	18	351	76^	152	118	79^	789	158	326	264	321	350	406	304	140	13^	24^	21^	55^	76^	82^	49^
CONT'D					B	4.3	19	381	76	159	123	108	765	176	346	268	320	343	366	307	120	39^	49^	43^	59^	94	86	67

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

# 48 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					NO. OF T/C	K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
										LOH WORKING 18-49 WOMEN			W O M E N								M E N		T E E N S			C H I L D R E N				
DAY	TIME	DUR	NET			AVG. AUD. %	SH %	AVG. AUD. 0,000	W/CH	18- 49	15- 24	TOTAL	18- 34	18- 49	25- 49	25- 54	35- 64	55+	TOTAL	55+	MALE 12- 17	FEM. 12- 17	TOT. 15- 17	MALE 2- 11	FEM. 2- 11	TOT. 5- 11	TOT. 6- 11			
MONDAY-FRIDAY DAYTIME CONT'D																														
WIN, LOSE OR DRAW-CONT'D																														
	183	88	QG	156	C	4.2	17	375	94	172	137	101	794	213	387	308	365	338	349	320	128	27^	39^	34^	50^	75	80	46^		
YOUNG AND THE RESTLESS																														
MON-FRI	12.30P	60	CBS	20	A	7.2	28	641	117	160	138	108	878	254	446	351	387	347	396	283	138	8v	16^	19^	34^	64	79	19^		
	211	99	DD	146	B	7.7	29	686	118	178	151	119	870	253	444	344	382	357	387	265	125	15^	33^	28^	45	74	75	44		
	12.30 - 1.00				C	8.1	29	714	109	199	162	127	874	276	461	349	398	361	363	281	125	17^	28^	26^	43	65	72	37		
	1.00 - 1.30				A	7.2	29	634	114	161	139	105	869	247	442	347	383	352	391	297	147	9v	15^	19^	34^	61	78	17^		
					A	7.3	28	650	119	159	137	110	886	261	450	354	390	342	400	269	129	8v	18^	20^	35^	67	80	21^		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.



## 50 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		TEEN S					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
										15-24	TOTAL	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
#STNS	CVG%	TYPE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

52 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N									
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000		15-	18-	15-		TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	
	#STNS	CVG%	TYPE	T/C					(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	9
WEEKEND DAYTIME CHILDREN CONT'D																												
HELLO KITTY					A	2.2	14	195	1066	75^	175^	130^	22^	159^	91^	52^	39^	54^	37^	642	298^	344	229^	413	157^	255^	226^	187^
SAT					B	2.2	13	197	1158	61^	258	174	39^	230	53^	18^	36^	29^	24^	617	294	323	212	406	181	225	241	165
					C	2.1	13	183	1287	56^	291	198	40^	238	84^	51^	33^	50^	34^	674	345	328	224	449	237	213	272	178
I'M TELLING					A	2.3	8	204	1507	172^	492	406	59^	201^	190^	62^	129^	113^	78^	625	270^	355	178^	446	177^	269^	212^	234^
SAT					B	2.5	9	217	1571	168	442	321	112^	253	255	102^	153	164	91^	621	258	364	200	421	166	255	206	216
					C	2.6	9	233	1516	146	426	316	105^	251	262	98^	164	170	92^	577	287	291	212	365	182	183	180	185
LITTLE CLOWNS-HAPPYTOWN					A	1.3	8	115	1193	36^	249^	177^	29^	153^	139^	39^	100^	89^	50^	652	311^	341^	182^	470^	219^	251^	213^	257^
SAT					B	1.8	11	157	1156	58^	292	217	44^	205	117^	39^	78^	68^	49^	543	264	278	220	323	171^	152^	184^	139^
					C	2.0	12	178	1283	59^	298	232	50^	221	110^	57^	53^	59^	50^	655	340	315	229	428	229	198	215	211
LITTLE WIZARDS					A	3.7	14	328	1519	56^	286	234	97^	283	163^	82^	81^	97^	66^	787	472	315	446	341	192^	148^	211	130^
SAT					B	3.6	13	321	1463	68^	336	266	72^	263	134	61^	73^	90^	44^	730	435	295	361	369	231	138	217	152
					C	3.8	14	339	1472	81^	305	239	72^	235	157	77^	80^	99	58^	774	448	326	344	430	254	176	238	192
MIGHTY MOUSE					A	4.1	15	363	1411	94^	311	235	66^	210	155^	108^	47^	87^	68^	735	392	343	297	438	235	204	302	136^
SAT					B	4.0	14	354	1396	93	312	230	66^	234	133	76^	57^	82^	51^	716	353	363	339	377	182	195	236	141
					C	4.3	15	378	1502	93	337	263	60^	240	133	73	60^	89	45^	792	430	362	386	407	225	182	247	160
MUPPET BABIES I					A	3.9	19	346	1256	64^	166^	137^	25^	94^	105^	56^	49^	58^	47^	892	418	474	226	666	295	371	355	311
SAT					B	3.6	18	319	1340	54^	234	165	38^	188	84^	16^	48^	50^	41^	811	406	447	291	511^	240	295	319	221
					C	3.6	18	323	1382	52^	255	185	31^	179	96	56^	40^	68^	28^	852	454	398	300	512^	240	295	319	221
MUPPET BABIES II					A	5.1	20	452	1299	48^	205	154	14^	113^	106^	52^	54^	63^	42^	875	420	455	239	636	288	348	344	292
SAT					B	4.6	19	410	1374	69^	273	203	35^	181	89	32^	56^	52^	36^	831	407	423	315	515	247	268	315	200
					C	4.6	19	411	1442	56^	258	194	37^	172	103	55^	49^	73	31^	909	480	429	351	558	300	259	337	222
MUPPET BABIES III					A	5.5	21	487	1382	39^	226	167	4^	116^	129^	73^	56^	104^	25^	912	453	458	322	590	274	316	336	255
SAT					B	5.3	19	465	1389	61^	272	211	33^	168	87	42^	45^	62^	25^	862	438	424	349	513	256	257	318	195
					C	5.1	19	449	1479	62	269	212	40^	180	109	58	50^	76	33^	921	496	426	376	545	295	250	330	215
MY PET MONSTER					A	3.9	15	346	1434	49^	295	254	49^	198	130^	50^	80^	95^	35^	810	398	412	390	420	194	226	217	203
SAT					B	3.8	15	339	1360	52^	273	217	51^	174	146	57^	89^	113	33^	768	383	385	313	455	230	226	239	217
					C	3.5	15	311	1456	69^	270	225	56^	192	162	78^	83	113	49^	832	428	403	312	520	282	238	266	254
NEW ARCHIES					A	4.1	16	363	1377	210	399	324	53^	132^	255	79^	177	165^	91^	591	239	352	204	387	175^	212	205	181
SAT					B	4.5	17	394	1465	173	378	292	95	189	264	104	159	163	100	634	276	358	248	386	165	220	204	182
					C	4.5	15	398	1507	174	373	311	98	209	268	114	154	156	112	657	311	346	286	371	183	188	182	189
PEE WEE'S PLAYHOUSE					A	6.0	22	532	1448	50^	273	214	11^	145	88^	51^	37^	60^	28^	942	432	511	374	569	230	338	351	217
SAT					B	6.0	21	532	1401	72	290	230	43^	206	97	43^	54^	64	33^	808	360	447	362	446	185	261	285	161
					C	6.2	21	546	1525	88	305	249	48	220	123	50	73	82	41^	877	445	432	399	478	236	242	294	184
POPEYE & SON					A	4.4	15	390	1456	116^	300	221	67^	193	265	148^	117^	167	97^	697	403	294	246	451	271	180	241	210
SAT					B	3.8	13	337	1445	94	297	207	67^	199	208	115	93	147	61^	742	384	358	294	448	229	218	220	228
					C	4.0	14	355	1536	108	337	256	79	232	194	98	96	122	72	773	433	340	344	429	247	183	227	202
REAL GHOSTBUSTERS I					A	4.0	14	354	1550	105^	307	245	83^	264	192	84^	108^	87^	105^	787	491	297	406	381	247	134^	207	174^
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

APR. 11-17, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOT.	WOMEN		MEN	T E E N S					C H I L D R E N										
									PERS.	15-	18-	15-	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.			
#STNS	CVG%	TYPE						(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11	
WEEKEND DAYTIME CHILDREN CONT'D																												
REAL GHOSTBUSTERS I--CONT'D																												
SAT	10.00A	30	ABC	4	B	4.5	16	394	1511	92	330	268	89	298	161	91	69^	107	53^	722	471	251	337	386	273	113	231	155
	208	96	CA	10	C	4.7	16	415	1520	95	319	261	96	263	199	114	85	129	70	738	465	273	314	425	283	142	240	185
REAL GHOSTBUSTERS II																												
SAT	10.30A	30	ABC	4	A	4.8	17	425	1639	98^	330	284	101^	325	241	101^	141^	139^	103^	743	452	290	328	415	275	139^	206	209
	208	96	CA	10	B	5.1	18	450	1548	110	351	284	112	306	197	115	82	128	69	693	420	273	309	383	261	123	235	149
					C	5.4	18	482	1545	115	340	280	120	285	226	131	96	142	85	694	437	257	297	397	263	134	222	176
SMURFS I																												
SAT	8.30A	30	NBC	4	A	4.3	21	381	1216	107^	263	210	64^	197	181	71^	110^	136^	45^	574	292	282	175	399	190	209	220	180
	205	99	CA	32	B	4.8	23	421	1326	90	339	266	64^	200	149	77	71^	97	52^	638	353	285	216	422	231	190	227	195
					C	4.4	22	386	1393	79	325	268	53^	210	159	81	79	108	51^	698	378	320	280	419	233	186	219	200
SMURFS II																												
SAT	9.00A	30	NBC	4	A	5.3	21	470	1231	105^	267	197	70^	169	205	94^	111^	137	69^	589	301	288	200	390	204	186	215	175
	205	99	CA	32	B	5.8	23	514	1347	122	366	288	65	216	149	71	78	89	59	617	335	282	235	382	205	176	210	172
					C	5.6	23	494	1406	106	350	291	67	228	167	80	87	109	58	662	357	305	280	382	213	168	204	178
SMURFS III																												
SAT	9.30A	30	NBC	4	A	5.9	22	523	1237	119^	301	246	75^	150	220	96^	124	150	70^	566	268	298	179	387	192	196	202	185
	205	99	CA	32	B	6.2	23	547	1384	128	367	288	70	210	180	77	102	109	71	627	324	303	241	385	201	185	203	182
					C	6.3	24	559	1440	122	361	306	79	230	189	90	100	120	69	660	342	317	277	382	204	178	203	180
TEEN WOLF																												
					A	3.9	14	346	1507	174^	375	268	51^	239	238	100^	139^	152^	86^	654	328	326	255	399	182^	217	196	203
SAT	12.00N	30	CBS	3	B	3.1	11	278	1461	149	338	225	58^	251	222	105^	117^	147	75^	649	320	330	270	379	175	204	196	183
	166	83	CA	13	C	3.2	10	281	1609	160	393	298	99	283	249	124	126	146	103	683	359	325	301	382	215	166	183	198

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

## 56 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING		W O M E N				M E N										T E E N S			CHD TOT.			
									WOM.	18+	TOTAL	18- 49	21+ 54	TOTAL	18- 24	18- 34	18- 49	21+ 49	21- 54	25- 49	25- 54	35- 64	55+ 55+	12- 17	12- 17	2- 11					
WEEKEND DAYTIME SPORTS																															
ABC WIDE WORLD-SPORTS SAT					A	4.2	12	372	1406	174	533	234	524	252	673	71^	163^	348	647	322	412	278	368	372	234	87^	60^	114^			
SAT 4.34P 86 ABC					B	4.5	13	396	1458	181	548	263	532	259	697	79	186	373	662	338	412	294	368	365	250	84	58^	128			
215 99 SA 13					C	6.0	15	528	1486	199	583	280	571	286	677	66	206	380	650	353	419	314	381	334	231	92	53	134			
4.30 - 5.00					A	4.1	13	363	1381	178	515	220	514	243	667	67^	143^	344	642	319	411	277	369	379	231	73^	51^	126^			
5.00 - 5.30					A	3.9	11	346	1399	169^	497	229	496	262	695	75^	180^	372	660	336	432	297	393	393	228	91^	70^	115^			
5.30 - 6.00					A	4.6	13	408	1428	176	575	247	554	250	656	69^	163	330	637	311	395	261	345	348	242	95^	58^	103^			
HERITAGE CLASSIC-MCI-SAT(S)					A	3.5	11	310	1382	84^	517	107^	513	121^	722	28^	160^	279	722	279	317	251	288	270	405	43^	31^	100^			
SAT 4.00P 120 CBS																															
206 98 SE																															
4.00 - 4.30					A	2.7	8	239	1489	96^	545	113^	533	130^	710	22^	170^	283	710	283	313	261^	290	226^	398	54^	35^	179^			
4.30 - 5.00					A	3.3	10	292	1492	82^	554	102^	554	118^	788	28^	172^	291	788	291	330	263	302	269	458	38^	27^	111^			
5.00 - 5.30					A	3.7	11	328	1376	81^	503	116^	498	119^	759	25^	157^	305	759	305	339	280	314	313	421	42^	32^	71^			
5.30 - 6.00					A	4.1	12	363	1298	84^	506	105^	504	124^	678	37^	154^	258	678	258	304	221	267	274	374	44^	34^	70^			
HERITAGE CLASSIC-MCI-SUN(S)					A	4.9	14	434	1481	136^	591	166	587	170	785	43^	180	319	778	312	386	276	351	353	392	44^	36^	60^			
SUN 3.31P 149 CBS																															
205 97 SE																															
3.30 - 4.00					A	3.9	12	346	1391	149^	475	159^	460	132^	788	54^	222	406	770	388	462	352	426	394	308	37^	27^	91^			
4.00 - 4.30					A	4.2	13	372	1413	137^	544	146^	541	158^	780	17^	149^	284	779	283	364	268	348	372	415	20^	10^	68^			
4.30 - 5.00					A	4.8	14	425	1491	131^	604	168	604	181	794	50^	174	285	784	276	358	295	317	337	426	40^	29^	54^			
5.00 - 5.30					A	5.2	15	461	1558	127^	641	172	639	186	807	45^	176	306	803	302	382	261	341	348	421	58^	56^	52^			
5.30 - 6.00					A	6.2	16	549	1548	142	658	182	652	184	784	46^	187	335	777	328	391	289	352	341	386	55^	49^	50^			
MCDONALD ALL-AMER BSKTBL(S)					A	1.7	5	151	1250	139^	429	206^	429	218^	607	90^	182^	413^	577	382^	424	322^	364^	354^	153^	105^	98^	109^			
SUN 1.30P 150 ABC																															
182 92 SE																															
1.30 - 2.00					A	1.8	6	159	1126	107^	404	195^	404	212^	568	45^	109^	305^	565	302^	362^	260^	320^	400	203^	58^	51^	96^			
2.00 - 2.30					A	1.6	5	142	1147	104^	351^	163^	351^	186^	619	79^	130^	371^	592	344^	379^	292^	327^	402^	213^	83^	78^	94^			
2.30 - 3.00					A	1.5	5	133	1236	121^	402^	173^	402^	183^	644	114^	230^	460^	595	411^	438^	345^	372^	333^	157^	110^	107^	81^			
3.00 - 3.30					A	1.6	5	142	1371	159^	474	229^	474	220^	601	106^	224^	485	561	445^	477	379^	411^	306^	84^	161^	143^	135^			
3.30 - 4.00					A	1.8	5	159	1508	214^	554	287^	554	303^	678	122^	245^	500	638	461	513	379^	431	366^	126^	128^	127^	147^			
NBA ON CBS					A	5.0	16	443	1450	188	419	223	410	187	832	147	367	575	785	527	583	427	483	345	202	94^	75^	104^			
SUN 1.00P 151 CBS					B	5.0	17	443	1428	183	411	223	395	196	804	148	370	543	760	499	558	395	455	310	201	111	92	102			
205 97 SE 10					C	5.7	16	502	1449	180	417	248	394	224	789	116	367	539	745	495	561	422	488	315	184	122	94	121			
LA LAKERS VS HOUSTON ROCKETS					A	4.3	15	381	1394	186	408	213	397	187	784	145^	360	533	758	506	544	388	425	298	214	114^	92^	88^			
1.00 - 1.30					A	5.0	17	443	1471	194	438	255	427	204	796	123^	349	543	754	501	564	420	483	323	190	113^	89^	125^			
1.30 - 2.00					A	4.7	15	416	1498	180	444	248	440	200	823	144^	378	596	786	560	606	452	498	333	181	117^	97^	113^			
2.00 - 2.30					A	5.2	16	461	1458	198	409	208	404	182	863	155	380	601	803	541	600	447	506	365	203	74^	60^	111^			
2.30 - 3.00																															
CONT'D																															

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.



APR. 11-17, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOT. WORK. PERS ING		W O M E N				M E N										T E E N S		CHD	
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD 0,000	PERS (2+)	ING 18+	18- 25-				18- 25- 35-						12- 17				TOT. 2					
#STNS	CVG%	TYPE								TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11		
WEEKEND DAYTIME SPORTS CONT'D																													
NBA ON CBS-CONT'D																													
	3.00 - 3.30				A	5.8	18	514	1427	184	397	197	384	167	880	167	369	592	813	525	593	425	493	390	220	62^	49^	87^	
	3.30 - 4.00				A	4.9	15	434	1432	208	458	227	438	178	842	134^	329	566	780	504	585	433	514	407	195	47^	31^	84^	
NBC MAJOR LEAGUE PRE GAME																													
SAT	1.00P	17	NBC	2	A	3.9	14	346	1452	183^	436	253	419	224	578	110^	235	417	546	385	393	306	314	204	153^	165^	85^	272	
	200	98	SC	2	B	4.0	14	355	1349	160	420	227	406	219	561	79^	218	383	535	357	378	304	325	209	157	138	87^	229	
					C	4.0	14	355	1349	160	420	227	406	219	561	79^	218	383	535	357	378	304	325	209	157	138	87^	229	
NBC MAJOR LEAGUE BASEBALL																													
SAT	1.17P	197	NBC	2	A	6.2	21	549	1373	136	434	186	425	157	715	66^	217	379	691	355	396	313	354	284	295	77^	48^	147	
	206	99	SE	2	B	6.1	20	537	1370	141	449	189	439	168	691	58^	201	363	669	340	387	304	351	283	282	94	64^	136	
					C	6.1	20	537	1370	141	449	189	439	168	691	58^	201	363	669	340	387	304	351	283	282	94	64^	136	
CIN VS HOUSTN/ST. LOUIS VS NY MET																													
	1.00 - 1.30				A	4.4	15	390	1385	139^	428	218	412	191	665	108^	230	433	629	396	418	325	347	252	210	120^	72^	171	
	1.30 - 2.00				A	5.3	19	470	1347	116^	405	160	401	148	663	78^	226	394	638	368	390	316	337	223	248	105^	56^	174	
	2.00 - 2.30				A	6.1	22	540	1373	128	445	189	436	159	677	59^	189	358	660	342	362	300	320	254	299	84^	42^	168	
	2.30 - 3.00				A	6.7	23	594	1345	149	439	183	436	152	707	49^	197	342	692	327	363	293	330	273	329	80^	50^	119	
	3.00 - 3.30				A	6.5	21	576	1427	150	452	212	436	153	766	57^	246	394	744	372	428	337	393	311	316	72^	51^	137	
	3.30 - 4.00				A	6.5	21	576	1396	142	444	203	435	165	744	62^	239	389	719	365	420	328	383	305	299	61^	43^	147	
	4.00 - 4.30				A	6.6	21	585	1381	129	431	166	422	159	756	81^	215	397	723	363	419	316	372	340	303	54^	43^	139	
	4.30 - 5.00				A	6.7	21	594	1403	137	431	160	423	161	724	75^	191	381	687	344	394	306	356	318	293	64^	49^	183	
NBC MAJOR LEAGUE GAME-2																													
SAT	4.34P	148	NBC	1	A	6.0	17	532	1391	120	447	166	441	168	744	67^	196	405	726	386	433	338	385	340	292	58^	41^	142	
	196	95	SE	1	B	6.0	17	532	1391	120	447	166	441	168	744	67^	196	405	726	386	433	338	385	340	292	58^	41^	142	
					C	6.0	17	532	1391	120	447	166	441	168	744	67^	196	405	726	386	433	338	385	340	292	58^	41^	142	
ATLNTA VS L.A/NY YANKS VS MILWKE																													
	4.30 - 5.00				A	5.7	18	505	1369	125^	436	153	428	162	731	67^	189	390	707	366	409	324	367	323	298	52^	43^	150	
	5.00 - 5.30				A	6.0	18	532	1369	110^	426	142	424	157	743	58^	194	410	733	400	438	353	391	325	295	55^	39^	145	
	5.30 - 6.00				A	6.3	18	558	1379	100^	415	154	407	156	776	65^	215	425	761	409	465	360	416	355	295	53^	34^	135	
	6.00 - 6.30				A	6.2	17	549	1417	124	463	195	456	183	734	66^	187	389	709	364	414	323	372	343	295	59^	40^	161	
	6.30 - 7.00				A	5.8	15	514	1411	145	491	184	489	179	730	81^	193	406	708	385	431	325	372	348	277	72^	48^	118^	
PRO BOWLERS TOUR																													
SAT	3.00P	94	ABC	4	A	4.2	13	372	1479	204	634	238	626	242	668	56^	126^	298	652	282	360	242	319	353	293	33^	16^	144^	
	206	95	SE	14	B	4.2	13	375	1473	181	621	252	608	250	648	52^	147	303	625	280	344	251	316	318	280	55^	42^	149	
	3.00 - 3.30				C	4.4	12	390	1475	166	641	244	630	248	642	37^	137	297	625	280	342	260	322	316	283	57^	35^	135	
	3.30 - 4.00				A	3.5	11	310	1511	226	645	249	645	254	675	79^	161^	333	658	316	369	254	307	333	288	47^	18^	144^	
	4.00 - 4.30				A	4.3	14	381	1453	209	610	244	600	242	668	48^	108^	288	655	275	366	240	331	377	289	33^	15^	142^	
	4.30 - 5.00				A	5.0	18	443	1424	176	624	216	612	222	635	43^	114^	268	621	253	331	225	303	328	290	20^	12^	145	
					A	4.5	14	399	1343	185	577	223	577	248	633	55^	112^	286	609	262	350	230	319	360	259	40^	22^	94^	
SPORTSWORLD																													
SUN	4.00P	120	NBC	3	A	4.4	13	390	1510	209	487	314	458	244	673	95^	256	464	657	449	509	369	430	327	148^	196	115^	155^	
	185	95	SA	8	B	3.4	10	302	1481	227	521	311	492	259	646	105^	267	448	612	414	474	343	403	296	139	178	108^	136	
					C	3.7	10	331	1460	220	514	282	493	255	694	79^	243	442	667	415	481	363	428	336	186	124	71^	129	
CONT'D																													

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## 60 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS			CHD TOT.
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING		W O M E N				M E N										TOT. MALE								
									WOM.	18+	18-	25-	18-	18-	18-	21-	21-	25-	25-	35-	12-	12-											
																							(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	
WEEKEND DAYTIME SPORTS CONT'D																																	
SPORTSWORLD-CONT'D																																	
	4.00 - 4.30					A	4.0	12	354	1453	193	470	276	436	195	669	73^	268	437	656	425	482	364	421	305	174^	173^	85^	141^				
	4.30 - 5.00					A	4.2	12	372	1475	171	414	275	391	200	670	84^	230	452	654	436	511	368	443	348	143^	222	142^	169^				
	5.00 - 5.30					A	4.3	12	381	1500	219	480	309	466	262	682	99^	252	480	668	466	525	382	441	340	143^	187	117^	151^				
	5.30 - 6.00					A	5.1	13	452	1592	244	565	381	523	305	670	116^	270	481	653	464	516	364	416	314	137^	198	114^	159				
TOYOTA GRAND PRIX(S)						A	2.2	6	195	1439	235^	496	254^	492	249^	732	45^	216^	432	720	421	489	387	456	398	231^	111^	95^	100^				
SUN	4.00P 124	ABC																															
	168 82 SE																																
	4.00 - 4.30					A	1.7	5	151	1394	255^	485	271^	485	294^	644	38^	194^	460	618	435	479	422	467	365^	140^	158^	129^	107^				
	4.30 - 5.00					A	2.0	6	177	1427	251^	487	295^	487	296^	727	54^	246^	483	716	472	532	429	490	364	183^	106^	91^	106^				
	5.00 - 5.30					A	2.2	6	195	1462	221^	494	247^	490	232^	767	49^	220^	424	757	414	492	375	453	432	265^	112^	103^	89^				
	5.30 - 6.00					A	2.6	7	230	1521	233^	523	235^	511	211^	797	46^	220^	413	791	407	492	367	453	438	298	91^	75^	110^				
	6.00 - 6.30					A	3.5	9	310	1488	225	578	226	571	235	742	15^	179^	369	742	369	441	353	426	400	300	96^	96^	72^				
J5 MOTORCYCLE GRAND PRIX(S)						A	2.8	8	248	1444	161^	447	302	396	192^	718	119^	338	498	688	469	527	379	437	307	162^	163^	119^	116^				
SUN	3.00P 60	NBC																															
	145 84 SE																																
WORLD PRO SKIING CHAMPS.(S)						A	1.5	5	133	1351	152^	510	236^	504	241^	444^	47^	164^	232^	410^	199^	261^	185^	247^	231^	149^	173^	82^	224^				
SAT	2.30P 30	ABC																															
	164 82 SE																																

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

## 62 PROGRAM AUDIENCE ESTIMATES (Alpha)

APR. 11-17, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING WOM. (2+)	W O M E N								M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
										18-	18-	25-	25-	35-	TOTAL	34	49	21+	49	54	64	55+	TOTAL	34	49	21+	49	49		54	64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
WEEKEND DAYTIME OTHER																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

A-2 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. APR. 11, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	55.5	56.9	58.7	60.5	60.8	62.8	64.0	66.2	66.9	67.9	67.7	67.4	65.3	64.2	62.1	59.1

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

BARBARA WALTERS SPECIAL  
(PAE)

ACADEMY AWARDS  
(9:00-12:10)(PAE)

18,690									26,050							
21.1	19.3 *					22.9 *	29.4	27.3 *			29.8 *		32.1 *		31.2 *	
35	32 *					37 *	49	42 *			45 *		50 *		50 *	
18.8	19.7	22.0	23.7	26.1	28.4	29.3	30.3	32.2	31.9	31.8	30.7					

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

SPECIAL MOVIE PRESENT.-CBS  
NATIONAL LAMPOON'S  
EUROPEAN VACATION  
(PAE)

KENNY ROGERS SPECIAL  
WORKING AMERICA  
(R)

9,040													5,490			
10.2	8.5 *			9.8 *		11.3 *		11.3 *		6.2		6.8 *		5.7 *		
16	14 *			15 *		17 *		17 *		10		10 *		9 *		
8.7	8.4	9.6	10.0	11.3	11.3	11.8	10.8	7.2	6.4	5.7	5.7					

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

ALF  
(R)

VALERIE'S  
FAMILY  
(R)

NBC MONDAY NIGHT MOVIES  
DIRTY DOZEN: THE DEADLY MISSION  
(R)

13,820				12,050		8,590										
15.6				13.6		9.7	9.2 *		9.6 *		10.1 *		10.0 *		10.0 *	
25				21		15	14 *		14 *		16 *		17 *		17 *	
14.9	16.4	13.5	13.6	9.2	9.1	9.5	9.7	10.2	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

13.6	13.3	10.7	10.8	10.6	10.7	10.0	9.8
24	22	17	17	16	16	15	16

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.8	3.2	3.0	3.0	3.3	3.5	3.5	3.3
7	5	5	5	5	5	5	5

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8	2.5	3.1	3.0	2.6	2.6	1.6	1.6
3	4	5	5	4	4	2	3

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.5	6.7	5.8	5.8	6.0	6.4	5.6	4.4
10	11	9	9	9	9	9	7

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7	1.6	2.7	3.3	3.5	2.9	4.6	4.4
3	3	4	5	5	4	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. APR.12, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	53.0	54.3	56.0	58.0	57.8	59.6	61.3	62.5	62.3	63.4	63.8	63.4	60.7	59.6	58.3	56.9

**ABC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS? (R)	WONDER YEARS	MOONLIGHTING (R)(PAE)	THIRTYSOMETHING
16,130	15,680	12,760	11,780
18.2	17.7	14.4	14.1 *
31	28	23	22 *
17.0	19.5	17.8	17.6
14.0	14.3	14.5	14.7
13.5	13.1	13.1	13.4

**CBS TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

POLITICAL: L. LA ROUCHE	MY SISTER SAM	CBS TUESDAY MOVIE MURPHY'S ROMANCE (PAE)
2,920	4,780	11,700
3.3	5.4	13.2
6	9	22
3.9	2.7	4.8
6.0	10.4	11.9
12.4	12.7	14.3
14.3	14.3	14.8
14.3	14.3	14.3

**NBC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

MATLOCK (R)	IN THE HEAT OF THE NIGHT	SONNY SPOON SPECIAL
15,330	14,710	10,280
17.3	16.2 *	18.3 *
29	28 *	29 *
15.8	16.7	18.1
18.8	16.2	16.6
16.9	16.8	12.0
11.5	11.4	11.4

**INDEPENDENTS (INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

14.7	14.1	12.9	13.3	14.3	13.7	13.7	11.9
27	25	22	21	23	22	23	21

**SUPERSTATION**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.0	3.4	2.9	3.4	4.1	4.3	3.7	3.4
7	6	5	5	7	7	6	6

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.8	2.2	2.8	2.4	2.7	2.8	1.9	1.8
3	4	5	4	4	4	3	3

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.6	6.2	6.3	6.9	7.0	6.5	6.7	5.7
10	11	11	11	11	10	11	10

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.2	1.5	2.4	2.9	3.1	2.5	3.3	3.2
2	3	4	5	5	4	5	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

EVE. WED. APR. 13, 1988

AUDIENCE ESTIMATES															EVE. WED. APR. 13, 1988			
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	52.7	54.0	55.5	57.3	58.0	60.3	61.5	63.5	63.9	64.6	64.2	64.3	59.9	58.4	56.6	54.7		

## ABC TV

AVERAGE AUDIENCE	{
(Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

GROWING PAINS (R)		HEAD OF THE CLASS (R)		HOOPERMAN		JUST IN TIME (PAE)		← HEARTBEAT →			
11,430		11,250		11,080		9,480		10,900			
12.9		12.7		12.5		10.7		12.3	11.9 *		12.7
22		20		19		17		21	20 *		23
12.1	13.7	12.4	12.9	12.6	12.5	10.6	10.8	11.5	12.3	12.4	12.9

## CBS TV

AVERAGE AUDIENCE	{
(Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%
12-1	12-1
12-2	12-2
12-3	12-3
12-4	12-4
12-5	12-5
12-6	12-6
12-7	12-7
12-8	12-8
12-9	12-9
12-10	12-10
12-11	12-11
12-12	12-12
12-13	12-13
12-14	12-14
12-15	12-15
12-16	12-16
12-17	12-17
12-18	12-18
12-19	12-19
12-20	12-20
12-21	12-21
12-22	12-22
12-23	12-23
12-24	12-24
12-25	12-25
12-26	12-26
12-27	12-27
12-28	12-28
12-29	12-29
12-30	12-30
12-31	12-31
12-32	12-32
12-33	12-33
12-34	12-34
12-35	12-35
12-36	12-36
12-37	12-37
12-38	12-38
12-39	12-39
12-40	12-40
12-41	12-41
12-42	12-42
12-43	12-43
12-44	12-44
12-45	12-45
12-46	12-46
12-47	12-47
12-48	12-48
12-49	12-49
12-50	12-50
12-51	12-51
12-52	12-52
12-53	12-53
12-54	12-54
12-55	12-55
12-56	12-56
12-57	12-57
12-58	12-58
12-59	12-59
12-60	12-60
12-61	12-61
12-62	12-62
12-63	12-63
12-64	12-64
12-65	12-65
12-66	12-66
12-67	12-67
12-68	12-68
12-69	12-69
12-70	12-70
12-71	12-71
12-72	12-72
12-73	12-73
12-74	12-74
12-75	12-75
12-76	12-76
12-77	12-77
12-78	12-78
12-79	12-79
12-80	12-80
12-81	12-81
12-82	12-82
12-83	12-83
12-84	12-84
12-85	12-85
12-86	12-86
12-87	12-87
12-88	12-88
12-89	12-89
12-90	12-90
12-91	12-91
12-92	12-92
12-93	12-93
12-94	12-94
12-95	12-95
12-96	12-96
12-97	12-97
12-98	12-98
12-99	12-99
12-100	12-100

<SMOTHERS BROS COMEDY HOUR> <←JAKE AND THE FATMAN→> <←EQUALIZER→>  
(R)(PAE) (R)

8,590				9,920				12,050					
9.7	9.5 *		9.9	* 11.2	10.7 *		11.6 *	* 13.6	13.4 *				13.8
16	16 *		16	* 17	17 *		18	* 24	23 *				25
9.5	9.5	10.0	9.9	10.5	10.9	11.5	11.8	13.3	13.4	14.0			13.5

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

AARON'S WAY			A YEAR IN THE LIFE			BRONX ZOO		
11,520			10,010			8,420		
13.0	12.4 *		13.6 *	11.3	11.2 *	11.4 *	9.5	9.5 *
21	21 *		22 *	18	17 *	18 *	17	16 *
12.1	12.8	13.5	12.7	11.3	11.1	11.4	9.5	9.5

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

14.6 27	15.6 28	17.2 29	18.6 30	20.4 32	20.5 32	14.4 24	12.0 22
------------	------------	------------	------------	------------	------------	------------	------------

## SUPERSTATIONS

	AVERAGE AUDIENCE
	SHARE AUDIENCE %

3.3	3.5	4.9	5.9	6.5	6.5	4.0	3.3
6	6	8	9	10	10	7	6

**PBS**

	AVERAGE AUDIENCE	SHARE AUDIENCE %
--	------------------	------------------

1.2	1.8	1.5	1.3	1.4	1.3	1.5	1.2
2	2	2	2	2	2	3	2

**CABLE ORIG.**

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

5.4	5.8	5.3	5.6	7.1	7.2	7.9	7.9
10	10	9	9	11	11	13	14

## PAY SERVICES

PROGRAM	VIEWERS*	Ratings		RANK
		VIEWERS	SHARE	
1	1,000,000	1.0	1.0	1
2	900,000	0.9	0.9	2
3	800,000	0.8	0.8	3
4	700,000	0.7	0.7	4
5	600,000	0.6	0.6	5
6	500,000	0.5	0.5	6
7	400,000	0.4	0.4	7
8	300,000	0.3	0.3	8
9	200,000	0.2	0.2	9
10	100,000	0.1	0.1	10

2.3                    2.3                    2.6                    3.3                    4.0                    3.9                    4.9                    3.1

U.S. TV HOUSEHOLDS:	88,600,000
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For explanation of symbols, See page B.



A-8 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. APR. 14, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	9:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	51.6	53.4	54.1	56.9	57.8	60.0	60.6	62.1	61.7	62.4	61.7	61.7	61.0	61.1	59.7	56.9

**ABC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

PROBE				HOTEL (R)(PAE)				BUCK JAMES			
7,800	8.8	8.3	*	7,090	8.0	7.4	*	7,350	8.3	8.2	*
15	15	14	*	15	13	12	*	14	14	13	*
8.2	8.2	8.5	9.0	9.4	7.3	7.4	8.7	8.7	8.1	8.3	8.4

**CBS TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

48 HOURS EVANGELICAL MOVEMENT				SIMON & SIMON (R)(PAE)				KNOTS LANDING			
9,920	11.2	11.0	*	10,450	11.8	10.7	*	14,880	16.8	16.6	*
19	19	19	*	19	19	17	*	21	28	27	*
11.1	11.1	11.0	11.6	11.3	10.5	10.9	12.2	13.6	16.1	17.0	17.3

**NBC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

BILL COSBY SHOW (R)		A DIFFERENT WORLD (R)		CHEERS (R)		DAYS & NIGHTS MOLLY DODG		L.A. LAW	
19,670	22.2	19,670	22.2	19,580	22.1	14,530	16.4	15,680	17.7
38	38	36	36	36	36	27	27	30	30
20.4	24.0	21.8	22.6	22.2	22.1	17.1	15.7	17.4	17.9

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

14.2	13.4	10.8	11.6	12.4	13.1	10.6	8.8
27	24	18	19	20	21	17	15

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.6	3.0	2.5	3.1	3.5	3.7	2.7	2.3
7	5	4	5	6	6	4	4

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.5	1.9	2.2	2.2	2.7	2.5	1.6	1.4
3	3	4	4	4	4	3	2

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.0	6.3	5.5	6.3	7.3	7.9	7.6	6.1
10	11	9	10	12	13	12	10

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1	2.4	2.8	3.0	3.6	4.3	4.3	4.1
4	4	5	5	6	7	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.4	48.3	48.5	49.6	50.1	51.8	53.3	54.9	55.7	56.6	56.5	56.6	55.8	56.4	55.6	54.5

**ABC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

PERFECT STRANGERS (R)	FULL HOUSE (R)	MR. BELVEDERE (R)	FAMILY MAN (PAE)	20/20
9,830	10,010	9,660	8,420	10,280
11.1	11.3	10.9	9.5	11.6
22	21	19	17	21
10.5	11.7	10.9	9.6	11.4

**CBS TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

RINGLING BROTHERS CIRCUS	DALLAS (PAE)	FALCON CREST
12,140	14,880	12,580
13.7	16.8	17.3
26	29	31
12.2	15.9	17.3

**NBC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

HIGHWAYMAN	NIGHT COURT (R)	BEVERLY HILL'S BUNTZ	MIAMI VICE
8,330	9,390	8,680	12,760
9.4	10.6	9.8	14.4
18	19	17	26
8.7	10.3	9.6	13.6

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

12.6	10.8	10.0	9.5	10.7	11.6	9.2	8.2
26	22	20	18	19	20	16	15

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.7	2.7	2.3	2.3	2.8	3.2	2.5	2.2
8	5	5	4	5	6	4	4

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.4	2.0	2.3	2.3	1.8	1.6	1.2	1.1
3	4	5	4	3	3	2	2

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.7	5.3	5.6	5.8	6.0	6.4	5.7	5.5
10	11	11	11	11	11	10	10

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.0	2.2	3.0	3.6	4.3	4.8	5.3	4.9
4	4	6	7	8	8	9	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	40.2	41.7	42.6	44.4	48.5	50.2	51.1	51.9	52.9	53.8	53.3	53.4	51.3	50.8	49.9	49.1	46.2	42.9

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

CONVERSATIONS: PRESIDENTS				OHARA (R)(PAE)				SPENSER; FOR HIRE (R)			
5,490				7,090				7,800			
6.2	5.7 *			6.6 *	8.0	7.4 *		8.7 *	8.8	8.6 *	8.9 *
12	12 *			13 *	15	14 *		16 *	17	17 *	18 *
5.8	5.7	6.5	6.7	7.0	7.8	8.6	8.7	8.6	8.6	8.9	9.0

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HIGH MOUNTAIN RANGERS (R)				TOUR OF DUTY (R)(PAE)				WEST 57TH			
7,890				7,620				7,180			
8.9	8.1 *			9.7 *	8.6	8.1 *		9.2 *	8.1	8.7 *	7.5 *
18	16 *			19 *	16	15 *		17 *	16	17 *	15 *
8.1	8.1	9.3	10.1	8.2	8.0	8.9	9.4	9.1	8.4	7.5	7.4

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %) {  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FACTS OF LIFE (R)		STORYTELLER THE LUCK CHILD		GOLDEN GIRLS (R)		AMEN (R)		HUNTER (R)	
10,630		10,190		15,950		14,440		13,110	
12.0		11.5		18.0		16.3		14.8	
24		22		34		31		29	
11.1	12.9	11.4	11.5	17.3	18.8	16.2	16.5	14.4	14.6
									15.1 *
									30 *
									15.2

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

11.4	12.6	12.0	12.2	10.5	10.4	9.8	8.6	8.8
28	29	24	24	20	20	19	17	20

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.4	3.4	3.1	3.3	3.0	3.2	1.7	1.3	1.9
8	8	6	6	6	6	3	3	4

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.5	1.8	2.5	2.9	2.3	2.2	1.7	1.4	1.1
4	4	5	6	4	4	3	3	2

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

6.9	7.1	7.7	7.8	6.7	6.8	7.6	7.3	5.2
17	16	16	15	13	13	15	15	12

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.9	2.8	4.2	4.9	5.2	4.2	4.7	4.9	5.1
7	6	9	10	10	8	9	10	11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	38.7	36.5	33.7	31.5	28.0	26.0	23.5	21.5	19.2	17.4	15.6	14.0	12.4	11.4				

**ABC TV**

(1)

AVERAGE AUDIENCE	{	1,590
(Hhds (000) & %)	{	1.8
SHARE AUDIENCE	%	6
AVG. AUD. BY 1/4 HR	%	1.8

**CBS TV**

AVERAGE AUDIENCE	{	
(Hhds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

**NBC TV**

← SATURDAY NIGHT → (PAE)  
(11:30-12:51)(PAE)

AVERAGE AUDIENCE	{	6,650																
(Hhds (000) & %)	{	7.5	8.4	*		7.1	*											
SHARE AUDIENCE	%	23	23	*		22	*											
AVG. AUD. BY 1/4 HR	%	8.7	8.0	7.3		7.0	6.8											

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	9.8	8.4	7.1	6.1	4.5	4.1	3.2
SHARE AUDIENCE %	26	26	26	27	25	28	27

**SUPERSTATIONS**

AVERAGE AUDIENCE	2.4	2.1	1.8	1.4	1.1	1.0	0.7
SHARE AUDIENCE %	6	6	7	6	6	7	6

**PBS**

AVERAGE AUDIENCE	0.9	0.8	0.6	0.5	0.4	0.3	0.2
SHARE AUDIENCE %	2	2	2	2	2	2	2

**CABLE ORIG.**

AVERAGE AUDIENCE	4.5	4.1	3.0	2.4	2.3	2.0	1.6
SHARE AUDIENCE %	12	13	11	11	13	14	13

**PAY SERVICES**

AVERAGE AUDIENCE	5.4	4.2	3.7	3.8	3.4	3.0	2.8
SHARE AUDIENCE %	14	13	14	17	19	20	24

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

A-16 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. APR. 17, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	49.9	51.9	53.4	55.6	57.4	59.6	61.5	63.1	63.4	63.4	63.0	63.0	61.8	61.7	60.4	57.4	47.7	41.6

## ABC TV

← DISNEY SUNDAY MOVIE → ← SUPERCARRIER → ← ABC SUNDAY NIGHT MOVIE →  
BIG FOOT, PT. I (R) FRANK NITTY: THE ENFORCER (PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	6,380				8,590				15,420									
SHARE AUDIENCE %	7.2	6.3 *			8.1 *	9.7 *	8.7 *		10.8 *	17.4 *	16.1 *		17.5 *	18.2 *		17.9 *		
AVG. AUD. BY 1/4 HR	14	12 *			15 *	16 *	15 *		17 *	28 *	25 *		28 *	29 *		30 *		
	6.1	6.4	7.7	8.6	8.6	8.7	10.2	11.3	15.5	16.7	17.4	17.6	18.1	18.3	18.4	17.5		

## CBS TV

← 60 MINUTES → ← MURDER, SHE WROTE (R) → ← CBS SUNDAY MOVIE → CBS SUNDAY NEWS  
THE ATTIC: THE HIDEOUT OF ANNE FRANK (PAE) GENERAL FOODS GOLDEN SHOWCASE

AVERAGE AUDIENCE (Hhds (000) & %)	15,510				15,860				10,190									2,480
SHARE AUDIENCE %	17.5	17.0 *			17.9 *	17.9 *	17.1 *		18.7 *	11.5 *	13.0 *	11.3 *	10.9 *		10.6 *	2.8 *		
AVG. AUD. BY 1/4 HR	33	33 *			33 *	30 *	29 *		30 *	19 *	21 *	18 *	18 *		18 *	6 *		
	16.4	17.6	17.9	17.8	17.0	17.1	18.3	19.0	13.9	12.0	11.4	11.2	11.2	10.7	10.8	10.4	2.8	

## NBC TV

← OUR HOUSE (R) → FAMILY TIES (R) DAY BY DAY ← NBC SUNDAY NIGHT MOVIE →  
HOME IS WHERE THE HEART IS

AVERAGE AUDIENCE (Hhds (000) & %)	7,620				11,780				15,420									
SHARE AUDIENCE %	8.6	8.0 *			9.2 *	13.3 *	13.5 *		17.4 *	17.0 *		17.8 *	17.7 *		17.2 *			
AVG. AUD. BY 1/4 HR	16	16 *			17 *	23 *	22 *		28 *	27 *		28 *	29 *		29 *			
	7.6	8.4	8.6	9.8	12.4	14.1	13.2	13.8	16.7	17.2	17.8	17.8	17.8	17.8	17.8	10.0		

## INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	12.4	12.8	13.2	13.0	12.4	11.7	9.8	8.2	6.6
SHARE AUDIENCE %	24	23	23	21	20	19	16	14	15

## SUPERSTATIONS

AVERAGE AUDIENCE	2.6	2.3	2.2	2.7	3.7	4.2	3.0	2.5	1.8
SHARE AUDIENCE %	5	4	4	4	6	7	5	4	4

## PBS

AVERAGE AUDIENCE	1.8	2.0	2.9	3.3	2.5	2.4	1.8	1.9	1.4
SHARE AUDIENCE %	4	4	5	5	4	4	3	3	3

## CABLE ORIG.

AVERAGE AUDIENCE	5.6	5.2	4.6	5.0	5.5	5.4	5.3	5.2	3.4
SHARE AUDIENCE %	11	10	8	8	9	9	9	9	8

## PAY SERVICES

AVERAGE AUDIENCE	3.4	3.3	3.9	3.6	3.7	3.6	4.3	3.4	3.6
SHARE AUDIENCE %	7	6	7	6	6	6	7	6	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	33.6	30.0	26.2	23.8	20.9	18.5	16.5	15.1	13.8	12.6	11.3	10.1	9.0	8.2				

**ABC TV**

(1)

AVERAGE AUDIENCE	{	1,950
(Hhlds (000) & %)	%	2.2
SHARE AUDIENCE	%	9
AVG. AUD. BY 1/4 HR	%	2.2

**CBS TV**

AVERAGE AUDIENCE	{	
(Hhlds (000) & %)	%	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

**NBC TV**

(2) (PAE)

AVERAGE AUDIENCE	{	1,680
(Hhlds (000) & %)	%	1.9
SHARE AUDIENCE	%	6
AVG. AUD. BY 1/4 HR	%	1.9

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	6.1	5.0	3.9	3.8	3.3	2.5	2.0
SHARE AUDIENCE %	19	20	20	24	25	23	23

**SUPERSTATIONS**

AVERAGE AUDIENCE	1.7	1.3	1.2	1.5	1.4	1.1	0.8
SHARE AUDIENCE %	5	5	6	9	11	10	9

**PBS**

AVERAGE AUDIENCE	1.4	0.9	0.5 ^	0.4 ^	0.3 ^	0.2 ^	0.2 ^
SHARE AUDIENCE %	4	4	3 ^	3 ^	2 ^	2 ^	2 ^

**CABLE ORIG.**

AVERAGE AUDIENCE	3.0	2.2	2.0	1.4	1.4	1.5	1.3
SHARE AUDIENCE %	9	9	10	9	11	14	15

**PAY SERVICES**

AVERAGE AUDIENCE	3.9	3.6	3.1	2.2	2.1	1.9	1.6
SHARE AUDIENCE %	12	14	16	14	16	18	19

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WEEKEND REPORT-SUN, ABC (11:30-11:45)  
 (2) G MICHAELS SPORTS MACHINE, NBC (11:30-11:45)

For explanation of symbols, See page B.



TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.9	9.4	11.6	14.0	16.5	18.4	19.9	20.8	20.9	21.3	21.5	21.4	21.6	21.9	22.1	22.1	21.2	21.4

**ABC TV**

(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 1,260		2,200	3,740	3,540
SHARE AUDIENCE	% 1.4		2.5	4.2	4.0
AVG. AUD. BY 1/4 HR	% 15		17	20	19
	% 1.4		2.5	4.2 4.2	4.0 4.0

**CBS TV**

	CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	\$25,000 PYRAMID
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 1,050		2,060		2,090	2,130
SHARE AUDIENCE	% 1.2		2.3		2.4	2.4
AVG. AUD. BY 1/4 HR	% 11		11		11	11
	% 1.2 1.3		2.4 2.2		2.3 2.4	2.2 2.6

**NBC TV**

	NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)	SALE OF THE CENTURY
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 1,770		4,110	2,530
SHARE AUDIENCE	% 2.0		4.6	2.9
AVG. AUD. BY 1/4 HR	% 21		22	13
	% 1.7 2.3		4.7 4.6	4.5 4.3

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	1.4	2.9	5.2	6.4	6.2	6.1	5.0	4.8	5.0
SHARE AUDIENCE %	16	22	30	31	30	29	23	22	24

**SUPERSTATIONS**

AVERAGE AUDIENCE	0.5	1.1	1.9	2.0	1.9	2.0	1.5	1.5	1.6
SHARE AUDIENCE %	6	8	11	10	9	9	7	7	8

**PBS**

AVERAGE AUDIENCE	0.1 v	0.1 ^	0.4	0.8	1.1	1.2	1.4	1.4	1.2
SHARE AUDIENCE %	1 v	1 ^	2	4	5	6	7	6	6

**CABLE ORIG.**

AVERAGE AUDIENCE	1.3	1.5	1.8	1.9	2.0	2.2	2.2	2.4	2.4
SHARE AUDIENCE %	15	12	10	9	9	10	10	11	11

**PAY SERVICES**

AVERAGE AUDIENCE	0.8	0.8	0.8	0.8	0.9	0.8	0.9	0.9	0.9
SHARE AUDIENCE %	9	6	5	4	4	4	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-8:30)  
 (2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	21.2	21.3	21.3	21.7	21.9	22.6	23.8	24.8	25.2	25.9	27.1	27.7	27.2	27.2	26.2	26.3	26.6	27.0

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	WHO'S THE BOSS? M-F	HOME	RYAN'S HOPE	LOVING	ALL MY CHILDREN	ONE LIFE TO LIVE (PAE)
AVERAGE AUDIENCE	2,450	2,110	2,110	3,330	5,880	6,010
(Hhds (000) & %)	2.8	2.4	2.4	3.8	6.6	* 6.8
SHARE AUDIENCE	13	11	10	15	24	* 26
AVG. AUD. BY 1/4 HR	2.7	2.8	2.4	2.3	6.1	6.6

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	NEW CARD SHARKS	PRICE IS RIGHT 1	PRICE IS RIGHT 2 (PAE)	YOUNG AND THE RESTLESS	BOLD AND THE BEAUTIFUL	AS THE WORLD TURNS (PAE)
AVERAGE AUDIENCE	2,430	3,860	5,190	6,410	4,550	5,530
(Hhds (000) & %)	2.7	4.4	5.9	7.2	* 5.1	6.2
SHARE AUDIENCE	13	20	26	28	* 19	* 24
AVG. AUD. BY 1/4 HR	2.6	2.8	4.2	6.9	7.4	6.1

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	CLASSIC CONCENTRATION	WHEEL OF FORTUNE	WIN, LOSE OR DRAW	SUPER PASSWORD	SCRABBLE	DAYS OF OUR LIVES	ANOTHER WORLD (PAE)
AVERAGE AUDIENCE	2,760	4,360	3,510	3,010	3,540	5,550	4,040
(Hhds (000) & %)	3.1	4.9	4.0	3.4	4.0	6.3	* 4.6
SHARE AUDIENCE	15	23	18	14	16	23	* 17
AVG. AUD. BY 1/4 HR	3.1	3.2	4.7	3.9	4.1	6.0	4.7

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.7	4.4	4.7	4.8	5.5	5.2	5.8	5.5	5.7
22	20	21	20	21	19	21	21	21

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.6	1.5	1.7	1.9	2.1	1.7	1.9	1.9	1.8
7	7	8	8	8	6	7	7	7

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.0	0.7	0.7	0.7	0.6	0.7	0.6	0.5	0.6
5	3	3	3	3	3	2	2	2

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.4	2.3	2.3	2.4	2.6	2.5	2.5	2.9	2.9
11	11	11	10	10	9	9	11	11

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.0	0.9	1.0	1.0	0.9	0.9	0.9	0.8	0.8
5	4	4	4	4	3	3	3	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	26.5	27.3	28.0	29.0	29.8	31.7	33.1	34.7	35.8	37.9	39.4	41.1	45.8	47.7	49.1	50.5

**ABC TV**← GENERAL HOSPITAL →  
(PAE)

(PAE)

(PAE) ABC WORLD  
NEWS TONIGHT

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 6,560  
7.4 7.3 \* 7.5 \*  
% 27 27 \* 26 \*  
% 7.3 7.4 7.5 7.5

8,750  
9.9  
20  
9.6 10.1

**CBS TV**← GUIDING LIGHT →  
(PAE)CBS EVENING  
NEWS-RATHER

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 5,250  
5.9 5.8 \* 6.0 \*  
% 21 22 \* 21 \*  
% 5.8 5.8 6.0 6.0

8,950  
10.1  
21  
10.0 10.2

**NBC TV**

← SANTA BARBARA →

NBC NIGHTLY  
NEWS

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 3,400  
3.8 3.8 \* 3.9 \*  
% 14 14 \* 14 \*  
% 3.8 3.8 3.8 4.0

7,690  
8.7  
18  
8.7 8.7

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

6.2 7.4 8.0 9.3 10.8 12.1 13.2 14.2  
23 26 26 28 29 30 28 29

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.9 2.2 2.3 2.7 3.1 3.3 3.0 3.3  
7 8 8 8 8 8 6 7

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.6 0.5 0.8 1.0 1.0 1.0 1.2 1.2  
2 2 3 3 3 3 2 2

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.2 3.5 4.0 4.3 3.9 4.0 4.6 5.3  
12 12 13 13 11 10 10 11

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.8 0.8 0.7 0.8 1.0 1.1 1.4 1.6  
3 3 2 2 3 3 3 3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.9	9.0	10.0	12.1	14.1	16.7	18.9	21.6	24.2	25.9	26.4	26.8	27.2	28.2	28.0	28.5	28.4	29.1

## ABC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-ALL HAPPYTOWN	NEW POUND PUPPIES	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS I	REAL GHOSTBUSTERS II	BUGS BUNNY & TWEETY SHOW
1,150	2,130	3,460	3,280	3,540	4,250	4,080
1.3	2.4	3.9	3.7	4.0	4.8	4.6
8	12	15	14	14	17	16
1.0	1.5	2.0	2.9	3.5	4.2	4.4

## CBS TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,950	3,460	4,520	4,870	5,320	3,630	3,900
2.2	3.9	5.1	5.5	6.0	4.1	4.4
14	19	20	21	22	15	15
1.9	2.4	3.5	4.2	4.9	5.3	4.3

## NBC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
3,010	3,810	4,700	5,230	4,700	4,340	3,810
3.4	4.3	5.3	5.9	5.3	4.9	4.3
22	21	21	22	19	17	16
3.0	3.8	4.0	4.6	5.2	4.7	4.5

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.7 32	3.1 28	3.8 25	4.2 21	4.3 17	5.2 20	5.8 21	6.8 24	7.1 25
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## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.9 11	1.2 11	1.3 8	1.4 7	1.2 5	1.4 5	1.2 4	1.6 6	2.0 7
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## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.1 1	0.3 3	0.6 4	0.8 4	1.2 5	1.3 5	1.0 4	1.3 5	1.2 4
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## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7 20	2.0 18	3.2 21	3.8 19	4.6 18	4.1 15	4.6 17	4.6 16	4.7 17
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## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.3 15	1.5 14	1.7 11	1.8 9	1.9 8	2.2 8	2.4 9	2.7 10	2.5 9
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U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.7	28.6	28.0	28.6	28.5	27.9	28.0	28.7	28.7	28.3	27.9	28.7	29.2	29.3	30.2	30.5	31.1	30.6

## ABC TV

FLINTSTONE KIDS ANIMAL CRACK-UPS HEALTH SHOW (1)

WORLD PRO SKIING CHAMPS.

PRO BOWLERS TOUR (3:00-4:34)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	3,630		2,660		1,680		1,950					1,330		3,720			
SHARE AUDIENCE %	%	4.1		3.0		1.9		2.2					1.5		4.2		3.5 *	4.3 *
AVG. AUD. BY 1/4 HR	%	14		11		7		8					5		13		11 *	14 *
	%	4.1	4.1	3.1	2.9	2.0	1.8	2.0	2.4				1.5	1.4	3.3	3.7	4.1	4.4

## CBS TV

DENNIS THE MENACE TEEN WOLF GALAXY HIGH SCHOOL

AVERAGE AUDIENCE (Hhds (000) & %)	{	3,540		3,460		3,370												
SHARE AUDIENCE %	%	4.0		3.9		3.8												
AVG. AUD. BY 1/4 HR	%	14		14		13												
	%	3.9	4.0	3.8	3.9	3.8	3.8											

## NBC TV

NEW ARCHIES FOOTUR (PAE) I'M TELLING (2)

NBC MAJOR LEAGUE BASEBALL  
CINCINNATI VS HOUSTON  
ST. LOUIS VS NEW YORK METS  
(1:17-4:34)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	3,630		2,750		2,040		3,460	5,490									
SHARE AUDIENCE %	%	4.1		3.1		2.3		3.9	6.2				5.3 *		6.1 *		6.7 *	6.5 *
AVG. AUD. BY 1/4 HR	%	16		12		8		14	21				19 *		22 *		23 *	21 *
	%	4.1	4.1	3.0	3.2	2.3	2.4	3.9	4.4	5.2	5.4	6.0	6.2	6.7	6.8	6.5	6.6	6.5

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	7.2		7.1		7.4		7.3		8.0		7.4		8.0		7.6		8.4	
SHARE AUDIENCE %	25		25		26		26		28		26		27		25		27	

## SUPERSTATIONS

AVERAGE AUDIENCE	2.1		2.0		2.0		2.2		2.4		2.5		2.7		2.6		3.0	
SHARE AUDIENCE %	7		7		7		8		8		9		9		9		10	

## PBS

AVERAGE AUDIENCE	1.6		1.3		1.3		1.8		1.4		1.3		1.5		1.4		1.2	
SHARE AUDIENCE %	6		5		5		6		5		5		5		5		4	

## CABLE ORIG.

AVERAGE AUDIENCE	4.9		5.3		5.5		5.3		5.1		5.0		5.5		5.9		5.4	
SHARE AUDIENCE %	17		19		20		19		18		18		19		19		18	

## PAY SERVICES

AVERAGE AUDIENCE	2.3		2.4		2.5		3.0		2.8		2.9		2.8		2.9		3.1	
SHARE AUDIENCE %	8		8		9		11		10		10		10		10		10	

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WEEKEND SPECIALS, JACK AND THE BEANSTALK, ABC, (1:00-1:30), (R)  
 (2) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (1:00-1:17)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	31.2	31.3	31.5	32.1	32.8	33.5	34.2	34.4	35.6	37.0	38.2	39.7						

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

PRO BOWLERS  
TOUR  
(3:00-  
4:34)(PAE)

← ABC WIDE WORLD-SPORTS SAT  
(4:34-8:00)(PAE) →

ABC WRD NEWS  
TONIGHT-SAT

			3,720										5,850					
	5.0	* 4.2	4.1	*		3.9	*		4.6	*			6.6					
	16	* 12	13	*		11	*		13	*			16					
	4.9	5.1	4.2	4.0	3.8	3.9	4.3	4.9					6.4	6.8				

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

← HERITAGE CLASSIC-MCI-SAT →

CBS SAT. NEWS-  
SCHIEFFER

	3,100												5,490					
	3.5	2.7	*		3.3	*		3.7	*		4.1	*	6.2					
	11	8	*		10	*		11	*		12	*	15					
	2.0	2.5	3.1	3.5	3.7	3.8	3.9	4.2					6.2	6.2				

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

(1)

← NBC MAJOR LEAGUE GAME-2  
ATLANTA VS LOS ANGELES  
NEW YORK YANKEES VS MILWAUKEE  
(4:34-7:00)(PAE) →

			5,320															
	6.6	6.8	* 6.0	5.7	*	6.0	*	6.3	*	6.2	*	5.8	*					
	21	* 17	18	*		18	*	18	*	17	*	15	*					
	6.6	6.7	5.6	5.9	6.1	5.9	6.3	6.3	6.2	6.2	6.1	5.5						

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

8.9		9.7		9.9		10.8		10.0		11.8	
28		31		30		31		28		30	

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.2		3.3		3.0		3.0		2.6		3.5	
10		10		9		9		7		9	

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.3		1.6		1.8		2.0		2.1		1.6	
4		5		5		6		6		4	

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.7		6.1		6.7		6.9		5.8		5.4	
18		19		20		20		16		14	

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.6		2.4		2.6		2.2		2.3		2.5	
8		8		8		6		6		6	

U.S. TV HOUSEHOLDS: 88,600,000  
(1) NBC MAJOR LEAGUE BASEBALL, CIN VS HOUSTN/ST. LOUIS VS NY MET, (PAE), NBC, (1:17-4:34)

For explanation of symbols, See page 8.



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.4	7.6	8.8	9.7	11.9	14.2	16.1	17.9	20.3	22.0	23.2	24.6	25.1	26.1	26.4	26.2	26.2	27.2

**ABC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

BUSINESS WORLD

1,150  
1.3  
5  
1.4

1.3

**CBS TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES  
(SUS)

SUNDAY MORNING

FACE THE  
NATION

3,190  
3.6  
15  
2.9

3.3  
15  
3.7

\*  
\*  
3.7

3.6  
14  
3.5

\*  
\*  
3.9

4.0  
15  
4.1

\*  
\*  
2.7

2,300  
2.6  
10  
2.5

**NBC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

2,130  
2.4  
13  
1.8

2.0  
14  
2.2

\*  
\*  
2.5

2.6  
14  
2.8

\*  
\*  
2.6

2.6  
12  
2.6

\*  
\*  
2.4

1,950  
2.2  
9  
2.1

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.5  
36

2.9  
32

4.0  
31

5.2  
31

6.5  
31

7.5  
31

7.9  
31

9.1  
35

9.3  
35

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.6  
9

^  
^

0.9  
10

1.2  
9

1.7  
10

2.2  
10

2.6  
11

2.6  
10

2.7  
10

2.8  
10

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.1  
1

v  
v

0.2  
2

^  
^

0.8  
6

1.3  
8

1.4  
7

1.5  
6

1.5  
6

1.7  
6

1.8  
7

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.4  
20

2.3  
25

2.7  
21

3.7  
22

4.3  
20

5.4  
23

5.8  
23

5.9  
22

5.7  
21

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.3  
19

1.4  
15

1.7  
13

1.8  
11

2.3  
11

2.5  
10

2.8  
11

2.8  
11

2.5  
9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	27.6	27.8	27.4	28.3	29.2	29.4	28.7	29.1	29.4	30.6	30.8	31.8	32.9	33.4	33.1	33.0	33.0	33.2

## ABC TV

←THIS WEEK-DAVID BRINKLEY→

MCDONALD ALL-AMER BSKTBL

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	3,190								1,510									
%	3.6	3.2 *		4.0 *					1.7	1.8 *		1.6 *		1.5 *		1.6 *		1.8 *
%	13	11 *		14 *					5	6 *		5 *		5 *		5 *		5 *
%	3.1	3.4	3.8	4.2					1.8	1.8	1.8	1.5	1.4	1.6	1.6	1.5	1.8	1.8

## CBS TV

 NBA ON CBS  
 LA LAKERS VS HOUSTON ROCKETS  
 (1:00-3:31) (PAE)

(1)

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	4,430																4,340	
%	5.0	4.3 *							5.0 *			4.7 *		5.2 *		5.8 *	4.9	3.9 *
%	16	15 *							17 *			15 *		16 *		18 *	14	12 *
%	4.0	4.6	5.0						5.1	4.5	5.0	5.1	5.3	5.8	5.9	4.1	3.8	

## NBC TV

US MOTORCYCLE GRAND PRIX

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{															2,480			
%															2.8	2.5 *		3.1 *
%															8	8 *		9 *
%															2.4	2.6	3.1	3.0

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

10.4		11.1		11.4		10.0		10.4		11.5		12.0		11.3		12.2	
38		40		39		35		35		37		36		34		37	

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.3		3.4		3.6		2.8		2.9		3.1		3.3		3.2		3.4	
12		12		12		10		10		10		10		10		10	

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7		1.4		1.6		1.5		1.8		1.4		1.5		1.3		1.4	
6		5		5		5		6		4		5		4		4	

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.4		5.9		6.5		6.5		6.3		6.9		7.2		7.0		6.9	
19		21		22		22		21		22		22		21		21	

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.5		2.2		2.1		2.3		2.2		2.3		2.0		2.1		2.4	
9		8		7		8		7		7		6		6		7	

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) HERITAGE CLASSIC-MCI-SUN, (PAE), CBS, (3:31-6:00), (5)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	33.4	33.5	33.7	34.0	34.3	36.0	37.3	38.3	40.0	41.5	42.1	44.0						

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%  
%

1,950  
2.2  
6  
1.6

1.7  
5  
1.8

\*  
\*  
2.1

2.0  
6  
2.0

\*  
\*  
2.1

2.2  
6  
2.3

\*  
\*  
2.5

2.6  
7  
2.8

\*  
\*  
3.5

TOYOTA GRAND PRIX  
(4:00-6:04)

ABC WORLD NEWS  
TONIGHT-SUN

4,520  
5.1  
11  
5.2

5.0

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%  
%

4.2  
13  
4.2

4.2  
13  
4.3

\*  
\*  
4.6

4.8  
14  
5.0

\*  
\*  
5.1

5.2  
15  
5.4

\*  
\*  
6.0

6.2  
16  
6.4

\*  
\*  
6.4

HERITAGE CLASSIC-MC(SUN)  
(3:31-6:00)(PAE)

CBS EVENING  
NEWS-SUNDAY

5,850  
6.6  
15  
6.9

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%  
%

3,900  
4.4  
13  
3.9

4.0  
12  
4.0

\*  
\*  
4.0

4.2  
12  
4.3

\*  
\*  
4.2

4.3  
12  
4.5

\*  
\*  
4.8

5.1  
13  
5.4

\*  
\*  
5.4

SPORTSWORLD

NBC NIGHTLY  
NEWS-SUN

6,730  
7.6  
17  
7.5

7.6

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

12.5  
37

11.4  
34

11.8  
34

12.5  
33

12.8  
31

12.4  
29

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.6  
11

2.8  
8

2.7  
8

3.3  
9

3.6  
9

3.0  
7

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.1  
3

1.2  
4

1.3  
4

1.4  
4

1.3  
3

1.4  
3

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

7.0  
21

7.8  
23

7.3  
21

6.6  
17

6.6  
16

6.5  
15

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.5  
7

2.5  
7

2.6  
7

3.2  
8

4.0  
10

4.5  
10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.